

ADVANCE TRADE EDITION • See section opposite page 118



SUMMER TRAVEL

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MAY • 15 • 1932

PRICE 35 CENTS

CHRYSLER IMPERIAL

WITH PATENTED
FLOATING POWER

AUTOMATIC CLUTCH • SILENT GEAR SELECTOR • FREE

WHEELING • INTERNAL HYDRAULIC BRAKES

ALL-STEEL BODY • OILITE SQUEAK-PROOF SPRINGS

DOUBLE-DROP GIRDER-TRUSS FRAME



DISTINCTION — *and the Performance of a Lifetime*

CHRYSLER—the name that stands for style and distinction in motor car appearance—the name that everywhere signifies the finest of motor car performance—now adds the fresh laurels of today's magnificent Imperial Eights.

The last word in luxurious motoring—in up-to-date engineering—in precision craftsmanship—in effortless, noiseless, fascinating *action*!

A new Imperial of 135-inch wheelbase and a new custom Imperial of 146-inch wheelbase—with worlds of power from a big, 125-horsepower engine embodying that greatest engineering development of modern times—*Floating Power engine mountings*.

Floating Power has brought a new glamour, a new spirit, a new feeling altogether into auto-

mobile performance. It has seized the interest and stirred the enthusiasm of motorists the length and breadth of the land. It is the most talked-about invention in the motor car world—and gives the most talked-about results.

Riding in a Chrysler Imperial Eight is the most astonishing experience in all motoring.

It's *everything* there is that is delightful on wheels. Made so, not only by Floating Power, but by many other vital advantages of a basic nature—an Automatic Clutch; separate-unit Free Wheeling; effortless, *noiseless* gear-changing; springs that *never* need lubricating and *never* squeak; self-equalizing Hydraulic Brakes with Centrifuse drums,

the finest and safest braking system it is possible to have on a motor car.

If you want outstanding luxury, here it is—at no extravagance in price.

CHRYSLER IMPERIAL CUSTOM EIGHT
6 body types 146-inch wheelbase; 125 horsepower \$2895 to \$3595

CHRYSLER IMPERIAL EIGHT
3 body types 135-inch wheelbase; 125 horsepower \$1925 to \$2195

CHRYSLER EIGHT 5 body types . . . \$1435 to \$1695
125-inch wheelbase; 100 horsepower

CHRYSLER SIX 5 body types . . . \$885 to \$935
116-inch wheelbase; 82 horsepower

(Automatic Clutch and Oilite Squeak-Proof Springs at slight extra cost)
All prices f. o. b. factory

DUPLATE SAFETY PLATE GLASS standard on Custom Eights.
Obtainable on Six and Eight Sedans, \$17.50; on Imperial
Sedans, \$20; all 2-passenger Coupes, \$9.50.
All closed models wired for PHILCO-TRANSITONE RADIO.
Tune in on CHRYSLER MOTORS RADIO PROGRAM "Ziegfeld
Follies of the Air" personally conducted by Flo Ziegfeld—
Columbia Coast-to-Coast Network; every Sunday evening.

You'll be
happier
with a
Chrysler

BEST'S SHOWS YOU HOW TO BE COOL THOUGH CORSETED THIS SUMMER

KNIT TO FIT

MODEL 2813—Carter's Spiroflex corsette, with the fitting in the knitting. Peach color, seamless, backless, with a clever placing of the detachable shoulder straps to prevent slipping. Net brassière top. No bones, no fasteners, step into it or slip it on over the head. Washable. Sizes 32, 34, 36, and 38 bust. 5.00

WITH A TALON FASTENER

MODEL 2816—This is our famous little "Everfast" girdle, by Treo, with alternate panels of elastic and double Everfast broadcloth—washable, of course. The Talon fastener makes it easy to get into. Peach color. 25 to 31 inch waist, 12 or 14 inch lengths. 5.95
MODEL 2816A—Brassière to match, net lined, low back with elastic strap fastening with a single hook and eye. 32 to 38 bust. 1.50

These and other Best fashions for children and grown-ups are shown in our road exhibits, held in most of the larger cities east of the Mississippi. Date and place of showing in your town or nearby supplied upon request.



TO HELP YOU REDUCE

MODEL 2811—Kleinert's feather weight girdle of special sheet rubber covered with silky tricot fabric and lined with cotton tricot to absorb perspiration. Flat metal adjusters on the garter leave no ugly ridge. Peach color. Sizes 26 to 30 waist. 14 inch length. 5.00
MODEL 2811A—For the full figure, this long brassière of flesh net fits over the girdle. Sizes 34 to 42 bust. 3.00

WHITE NET FOR COOLNESS

MODEL 2812—One of the daintiest and most practical Summer foundations is this corsette of three-ply white net with uplift bust, fitted waistline, low back, and double elastic shoulder straps to ensure comfort. 32 to 38 inch bust. 10.00

AN ALL-OVER LACE GIRDLE

MODEL 2814—Lace is luxurious looking but just as durable as many fabrics—an ideal choice for an evening girdle. Peach color, side hook model with inserts of imported elastic. Lined with net. 14 inch length, 26 to 32 inch waist. 15.00

MODEL 2814A—Maidenette brassière of peach lace lined with net, sizes 32 to 38 bust. 1.50

A GIRDLE LIKE A STOCKING

MODEL 2817—This is Carter's W. H. C. girdle, soft and fine as a stocking and scarcely heavier! Seamless, for complete comfort. Washable, as frequently as you like. V bones, plush covered, prevent the top from rolling. Peach color. 25 to 32 inch waist. 14 inch length, 5.00; 16 inch, 7.50

MODEL 2817A—Peach color celanese bandette with elastic straps crossing in back and buttoning in front. Sizes 32 to 38 inch bust. 1.50

TO WEAR WITHOUT STOCKINGS

MODEL 2815—The little Finesse girdle, by Treo, is of peach color net with side sections of mesh elastic. Plush covered round garters, to wear without stockings, or you may have the regular garters if you prefer. 25 to 31 inch waist. 12 inch length, 5.00; 14 inch, 7.50
MODEL 2815A—Peach color double net brassière, low back with elastic. Velvet faced straps to "stay put". 32 to 38 inch bust. 1.50

THE VASSARETTE CORSETTE

MODEL 2818—So tiny it looks like something designed for a doll, but therein lies the secret of its miraculous fit! Of two-way stretch elastic, it expands or contracts to suit your figure. Peach color lisle, swiss ribbed, full fashioned, and washable. Sizes small, medium, and large. 10.00

Mail Orders Filled

Best & Co.
FIFTH AVENUE

Branches at Mamaroneck, Garden City, East Orange, Boston

QUALITY

Prices for first quality merchandise are now so low that they closely approximate those formerly associated with second-grade goods. Unscrupulous merchants are consequently presenting flagrantly fictitious values in inferior articles. To avoid confusion . . . patronize only the best shops and demand the best materials. The jacket-dress illustrated, for instance, is made of Savonette, Stehli's new all-silk, pure dye crepe with the dull chalky effect . . . its two-tone contrasts achieve perfection in Stehli's famous colors . . . yet its price is so reasonable that you can scarcely believe it.

IN NEW YORK B. ALTMAN & CO.
 IN CHICAGO BETTY WALES DRESS SHOP
 IN BOSTON R. H. STEARNS CO.
 IN CLEVELAND HALLE BROS. CO.
 IN ST. LOUIS KLINE'S, INC.
 IN DALLAS NEIMAN-MARCUS CO.
 IN MINNEAPOLIS . . . THE YOUNG-QUINLAN CO.
 IN OAKLAND, CALIFORNIA . . H. C. CAPWELL CO.



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Stehli Silks

FUR-TRIMMED EVENING ENSEMBLE

created by
Bergdorf Goodman



Von Horn

Under this brief white jacket with its big white fox cuffs, is a totally new type of evening dress. Severely tailored, classically Directoire, the bust of white, the high skirt of chartreuse crêpe. One of the many new models in our summer collection of made-to-order and ready-to-wear.

ON THE PLAZA • NEW YORK

**BERGDORF
GOODMAN**

FIFTH AVENUE AT 58TH STREET

CURTAIN'S



ACT 3

Mesh and lace have stellar roles, of course, in this intriguing drama. And very versatile they are too. . . . Be they cast in the part of stocking or glove, gown or underthing, they manage to be completely bewitching. We offer in evidence these half-dozen stockings from that master impresario, Van Raalte. Reading from left to right they are: April Showers, Queen's Lace, Blossom Time, Wind-blown, Dinard, and the sensational Bubbles. And the beguiling gloves above them: Polka Sportif, Faire Lace, Polka Puff Long, Polka Puff Short. These particular treasures can be bought (as well as many others of which we can only hint) at any of the better shops, at prices ranging from \$1.00 to \$1.95.

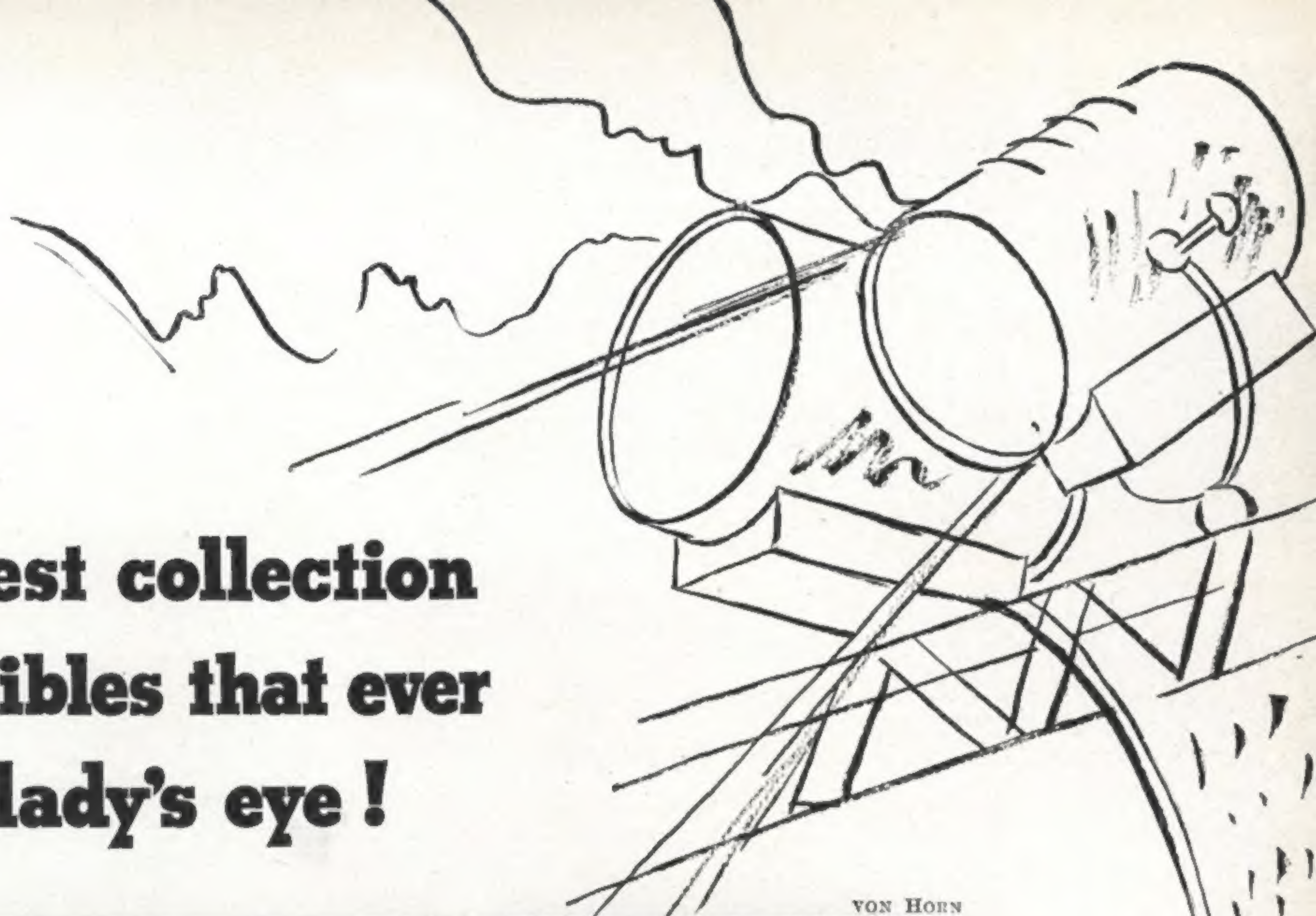
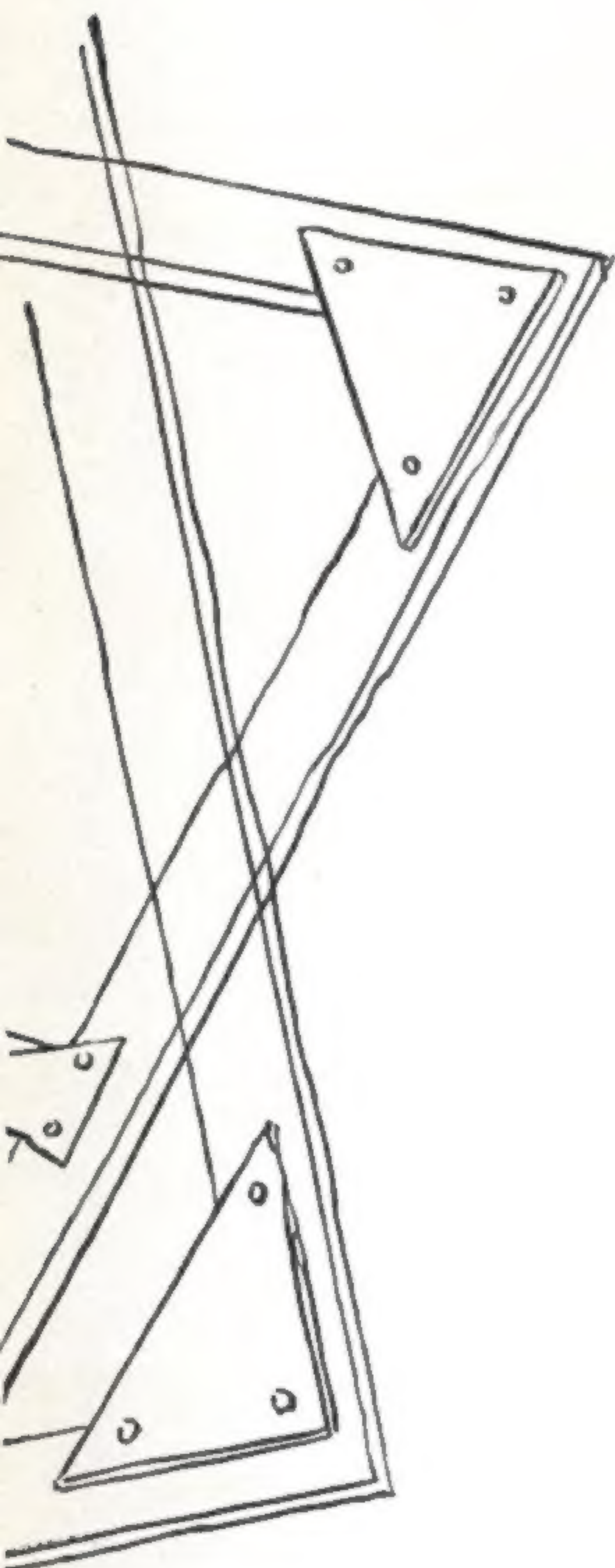
UP !

**on the grandest collection
of fashion's foibles that ever
gladdened a lady's eye !**

VON HORN

Probably you discovered long ago that a beautiful figure doesn't (necessarily) come mysteriously and directly from Mother Nature. In which case you already know all about the Van Raalte Singlettes. . . . But if, perchance, you still labor under the delusion that a "figure" is something you're born with, hie quickly to the nearest shop—for a New Day is about to Dawn. Pick the style to suit your taste (they range from the tailored, to the most frivolously luxurious). Pick the price to suit your budget (the Singlette comes in all price ranges). Then blithely sail forth in that subtle little gown you were scared to death to wear . . . sure of discipline in the proper places, sure of encouragement in the proper places, sure that not a seam nor wrinkle lives to tell the tale. The garment illustrated sells for \$7.50. The stockings on the young lady are the MYTH, a miracle of sheerness and practicality that sell for \$1.

Van Raalte



BIG NEWS FROM THE UNDIE-WORLD !



Melisse

VAN RAALTE'S made a scoop. And we're passing it on to you. They've evolved a collection of smart little tailored undergarments in a grand new cloth. Triquette it's called, and it's made of Celanese.* It won't shrink, it washes divinely, it looks and feels delectable . . . in fact, it has so many virtues we can't begin to go into them. Not the least is the amazing price—for vests, panties, and bloomers are 75c —bandeaux 50c, and Singlettes \$2.00. You'll want dozens of them.

ILLUSTRATED
Uplift bandeau with the usual clever Van Raalte cut, **50c**. Brief pantie, a sleek little garment that outwits seams and wrinkles, **75c**. The famous curve-controlling Singlette, many garments in one, **\$1.95**.

*Trade-mark Reg. U. S. Pat. Off.

LORD & TAYLOR
FIFTH AVENUE
• FOURTH FLOOR



HOROUGHBREDS . . .

the clothes created by
the House of Bendel...

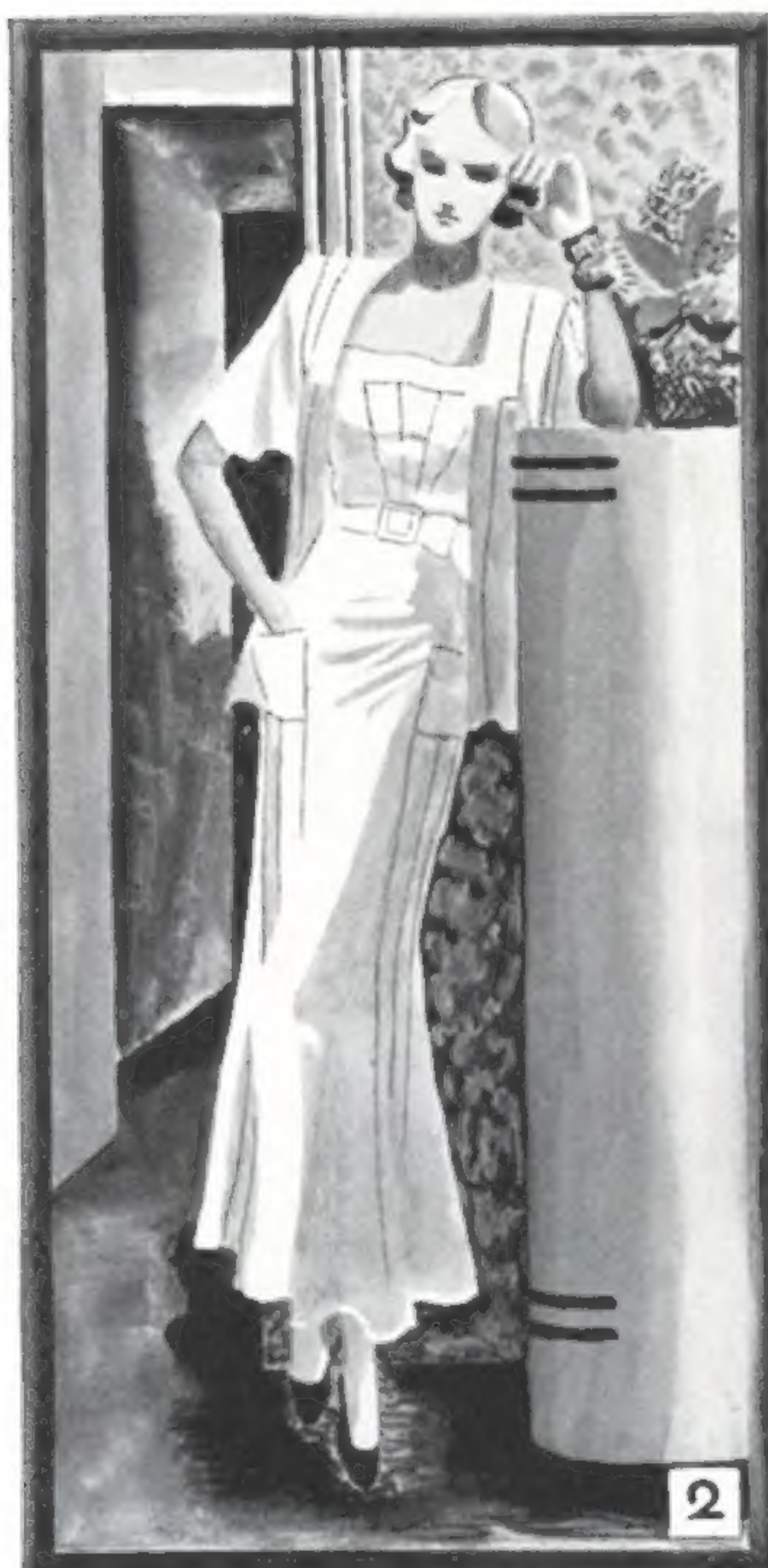
interpreting time, place
and occasion in terms of
what the smart woman
accepts . . . and wears.

Henri Bendel Inc.
10 West Fifty-Seventh Street

C. WOPEN

Déjà

EXHIBITS



a collection of paris fashion art from the salons of eminent artists . . . each a masterpiece! Acclaimed by the Parisian woman, their every line is an expression of the Paris couturier who conceived them. Déjà, through its many distributors, brings these frocks to the discriminating woman who knows that every appearance should be an occasion . . . \$29.50.



1. Bruyère adaptation
STRICTLY INFORMAL
One piece dress of heavy printed
georgette.

2. Mainbocher adaptation
A SUMMER FAVORITE
Crepe frock with separate coat.
White or pastel shades.

3. Mainbocher. Chanel... adaptation
PORTRAIT OF CHARM
Seated figure in printed satin gown.
Standing, chiffon Sunday night dress.

4. Bruyère adaptation
STUDY IN WHITE
Dress of dull silk in pastel shades.
Hip length jacket.

5. Lanvin adaptation
READY FOR SHOPPING
Triple sheer dress with separate jacket.

On sale in New York at BEST & CO.
and one hundred and fifty other ex-
clusive shops throughout the U. S. and
Canada . . . Déjà Hats not illus-
trated are variously priced.

Address Arthur J. Sanville, Déjà, 550 Seventh Avenue, New York
Déjà, Sommer Bldg., Montreal. Sitôt, 4 Great Portland St., London, England

LOOK! THE COLOR-VANE

IS BLOWING "beige by yellow"

YES, we're having a beige season! But that's only a generality for the general public.

The important fashion-point is that many of our best beiges seem to have a dairy tone this summer . . . they're cream and honey in cast.

We scanned this in the sky long ago. The Beaucaire flat-crepe colors are all uncovered in France and the fabrics dyed to shade-specifications from Marshall Field & Company's Paris office. The fashion jury may examine a hundred tones of beige (did you know there *were* that many?) and then choose four . . . five . . . six that follow the swing of the color-vane in France.

Thus in Beaucaire you get a classic flat crepe in actual couture colors . . . all soft and rich and flattering; never harsh and brittle like the tones you find are "hard to wear" in other fabrics.

And every Beaucaire color is tested true for life! You can wash and iron and dry-clean this crepe without the loss of a *shade* of a shade! Its every quality, in fact, is a fixture in this changing world.

Ask for Beaucaire flat crepe at your city's best shop . . . and be insistent that you get it.



In the Beige compass, the breeze is blowing fresh from the creamy-yellow quarter. Crepe Beaucaire shows authentic shades of Chamois . . . Champagne . . . a string-color called Sea-Sand, and others.

VITAL STATISTICS THAT TALK VALUE!

1. Every thread silk, and the right number of threads both ways to make a firm, solid cloth.
2. Washable and dry-cleanable, all precautions taken to prevent undue shrinkage.
3. Protected against wearing and fraying . . . the silk that *will not pull out at seams!*
4. Delightful drapery quality that doesn't muss easily.
5. Always full 39 inches wide, in correct weight, at an attractive price.

BEAUCAIRE

THE CLASSIC FLAT CREPE IN COUTURE COLORS

ONE OF THE SILKS BEAU MONDE FAMILY, FOUNDED BY MARSHALL FIELD & COMPANY, MANUFACTURERS . . . CHICAGO . . . NEW YORK . . . PARIS

Madam
Jumel

Marie
Antoinette

Mary
Chilton

Mary II

Maryland

Minuet

Miss
Alvin

Miss
America

Mount
Vernon

Louis
XIV

La Salle

La Reine

La Fayette

Lady Diana

Lady
Constance

Kings

King
Albert

Hunt Club

Heppelwhite

Granado

Georgian
Colonial

Francis
First

Fontaine

Fairfax

Etruscan

Empress

Elsinore

Edgeworth

Early Ameri-
can, Plain

Early Ameri-
can, Engr.

Dorothy
Manners

D'Orleans

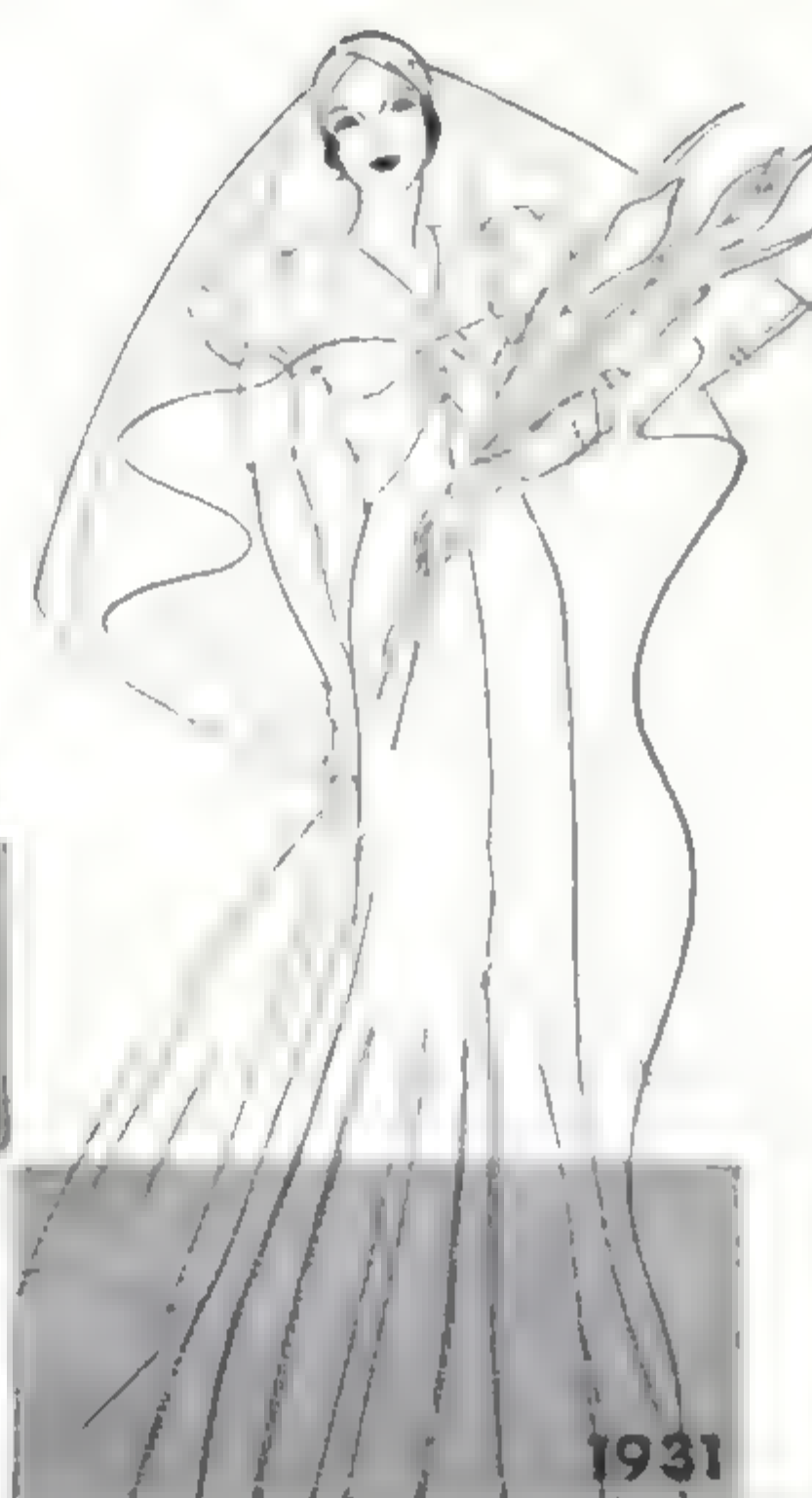
Anniversary Brides!



1921



1926



1931

Do you realize that . . .

For \$10 . . . you can now add from 6* to 15* teaspoons
from 4* to 10* butter spreaders
from 4* to 8* salad forks

For \$25 . . . you can now add from 4* to 8* each of cream-soup
spoons, coffee spoons, oyster forks.

For \$55 . . . you can now start your own matching service, with a
nucleus of from 4* to 8* dessert-
size knives and forks, teaspoons,
butter-spreaders, salad forks.

* Number depends on weight
and design of pattern selected.

STERLING

Old English
Antique

Orchid

Oxford

Pine Tree

Pointed
Antique

Princess
Anne

Princess
Patricia

Queen Anne

Reflection

Rhapsody

Rhythm

Shamrock V

Shannon

Symphony

Trianon

Versailles

Virginia
Carvel

Washington

Wedgwood

William
and Mary

1810

Find Your Pattern

BUILD YOUR SERVICE OF MATCHED STERLING,
WHILE PRICES ARE . . .

25% TO 35% LOWER

Present rock-bottom prices of sterling silver can not last much longer.

Silver bullion is up from last year. Authorities expect it to move higher. But sterling silver tableware is still at the lowest prices in a generation.

So, why not mark your 1932 anniversary with an in-the-family gift of sterling? If you already own the nucleus of a service, round it out with matching dessert spoons, salad forks and other niceties of correctness. If you are still waiting to begin your service, wait no longer.

Illustrated on this page are 62 outstanding sterling patterns, by the leading silversmiths of

the country. *All are active open-stock patterns.*

Get their latest price-lists. See how astonishingly far modest sums take you in today's sterling.

If your pattern is not shown here... or if you have difficulty in obtaining latest price-lists... please send coupon below to Guild headquarters.

Members of the Sterling Silversmiths Guild of America.

... The Alvin Corporation, Providence, Rhode Island... Dominick & Haff, Taunton, Massachusetts... Gorham Manufacturing Co., Providence, Rhode Island... International Silver Co., Wallingford, Connecticut... Reed & Barton, Taunton, Massachusetts... Rogers, Lunt & Bowlen Co., Greenfield, Massachusetts... Towle Silversmiths, Newburyport, Massachusetts... R. Wallace & Sons Mfg. Co., Wallingford, Connecticut.

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STERLING SILVERSMITHS GUILD OF AMERICA
20 West 47th St., New York

Please send illustrated folder and new low price-list for the following pattern(s):

Also please send copy of book, "The Vogue for Matched Sterling," explaining how to choose the patterns which best harmonize with given dining rooms, and why modern hostesses are replacing mismatched silver with matched sterling.

M

Street

City State

Pack a LORD & TAYLOR BRIELLA

PIQUE
JERSEYS
DULL AS
SUEDE
MADE OF

DU PONT
ACELE
MADE IN U.S.A.

There's a new science to fashion. And it's Du Pont Acele . . . the yarn that makes Briella gardenia dull and cool, next to impossible to crush. Swank is the word for it. Briella makes even the lumpy look swank. Yet it stands up to the bitter practicalities of sun and tub. LEFT—Briella in flat white with blue, red, or brown stripes. Sizes 14 to 20. \$16.50. CENTER—Narrow cord Briella with lacquer braid belt. Sizes 34 to 42 in white, maize, blue, or green. \$16.50. RIGHT—A harmony of Vees in wide cord Briella. Sizes 14 to 40 in white, light blue, maize, green. \$16.50. *Mail and telephone orders will be filled.*

SPORTS SHOP — FIFTH FLOOR

Lord & Taylor

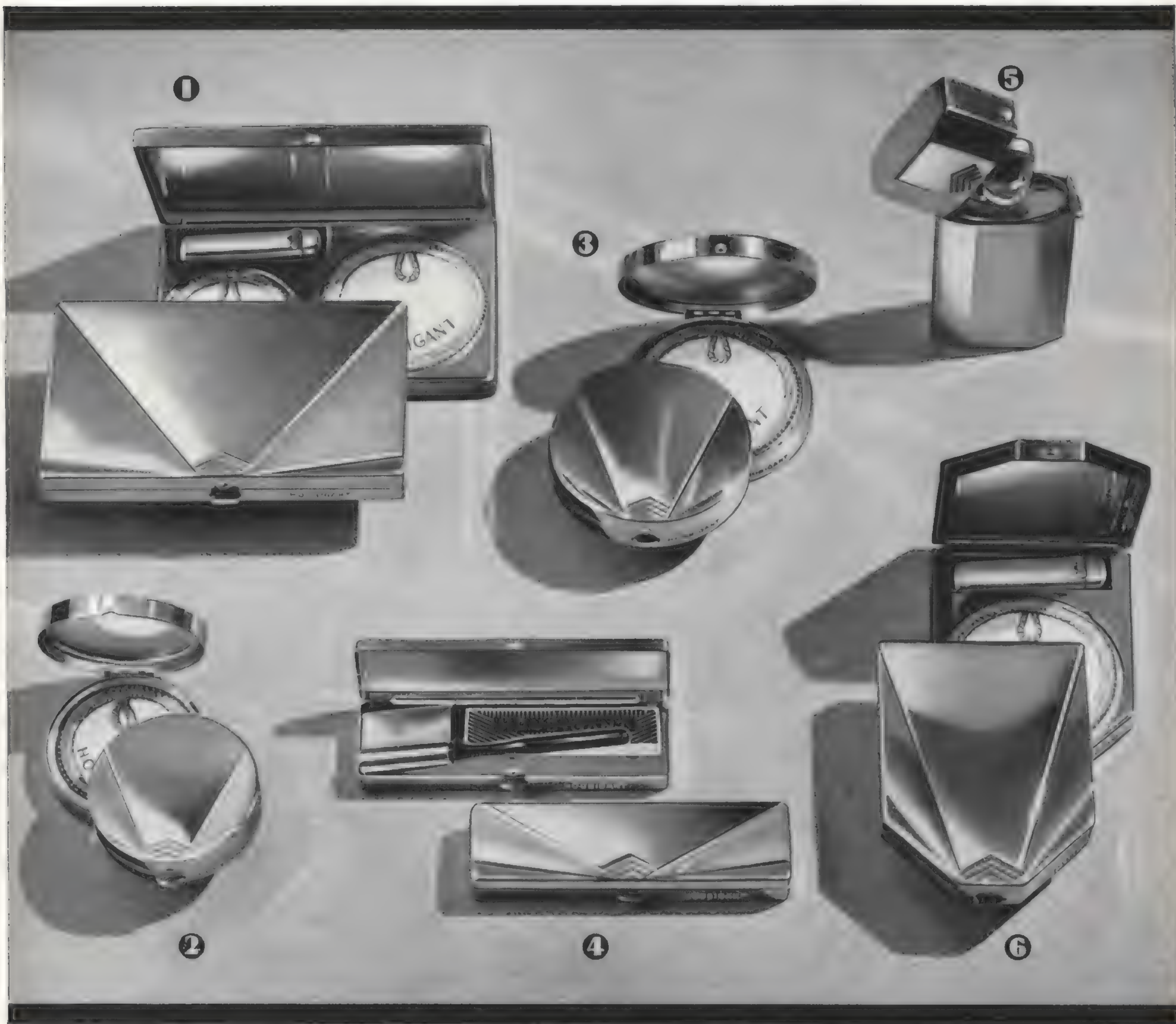
FIFTH AVENUE, NEW YORK

SCULPTURE BY GARA



"CHEVRON"... A "MOTIF MODERNE"

UNITING SIX HOUBIGANT PURSE REQUISITES IN ONE HARMONIOUS DESIGN



① Gold-finished triple Vanity: contains Rouge, Compact Powder and Lipstick . . . \$2.50
Also presented in two French Enamelled Models De Luxe in Blue, Green, Red or Yellow . . \$3.50

② Platinum-toned Rouge Compact. In six Houbigant shades, including the two latest tones: "Mat" (medium) and "Moderne" (raspberry) . . 75c

③ Gold-finished Powder Compact with green "Chevron" design in French Enamel. Fitted with the exclusive Houbigant "compressed" compact in three shades: Blanche, Naturelle and Rachel, \$1.00

④ Mascara: in a platinum-toned case with blue modernistic "Chevron" design in French Enamel. In a complete range of four shades . . \$1.25

⑤ Purse-size Parfum fitted into a gold-finished case. Odeurs: QUELQUES FLEURS, LE PARFUM IDÉAL, AU MATIN, BOIS DORMANT, FLEUR BIENAIMÉE, and other Houbigant fragrances . . . \$1.75

⑥ Gold-finished double Vanity embellished with green "Chevron" design in French Enamel. Fitted with Compact Powder and Lipstick . . \$2.00

HOUBIGANT COMPACTS retain the fine texture, the smooth-spreading and adherent qualities of the loose powder, because they are loose powder, compressed by an exclusive process. The rubbing of the puff will instantly revert them to loose form. Refills are 50c.

HOUBIGANT

PARIS

These fine shops sell Vogue Patterns

ALABAMA BIRMINGHAM Pizitz, Burger-Phillips Co. DOTHAN Blumberg & Sons MONTGOMERY Montgomery Fair TUSCALOOSA Louis Wiesel, Inc.	DELAWARE WILMINGTON Crosby & Hill Co. DISTRICT OF COLUMBIA WASHINGTON Woodward & Lothrop, Lansburgh & Bro., S. Kann Sons Co.	MAINE PORTLAND Eastman Bros. & Brancroft MARYLAND BALTIMORE Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company FREDERICK C. Thomas Kemp HAGERSTOWN Lettler Brothers	NEW JERSEY (Cont.) MONTCLAIR Louis Harris MORRISTOWN Crane, Incorporated NEWARK L. Bamberger & Co., Kresge Department Store, Hahne & Company NEW BRUNSWICK P. J. Young Dry Goods Company PATERSON Meyer Brothers PLAINFIELD Tepper Bros. RUTHERFORD William F. Telschow TRENTON Swern & Company, H. M. Voorhees & Bros., 131-135 East State St. UNION CITY Holthausen	OHIO (Cont.) YOUNGSTOWN The G. M. McKelvey Company, The Strauss-Hirsh- berg Company OKLAHOMA OKLAHOMA CITY The Kerr Dry Goods Company TULSA The Brown-Dunkin Dry Goods Company, The Vandever Dry Goods Co., Inc.	VIRGINIA DANVILLE L. Herman LYNCHBURG D. Moses & Co., Inc., Guggenheimer's, Inc., NEWPORT NEWS Sol Nachman's De- partment Store NORFOLK Smith & Welton, Inc. PETERSBURG Rucker Rosenstock Incorporated RICHMOND Thalhimer Bros., Inc., Miller & Rhoads, Inc. ROANOKE S. H. Heironimus Co., Incorporated WASHINGTON BELLINGHAM J. B. Wahl Store SEATTLE The MacDougall & Southwick Co., Frederick & Nelson SPOKANE Whitehouse Co., The Crescent TACOMA Rhodes Brothers WALLA WALLA A. M. Jensen Co. WEST VIRGINIA CHARLESTON Coyle & Richardson HUNTINGTON Anderson-Newcomb Company PARKERSBURG The Surprise Store WHEELING Stone & Thomas WISCONSIN APPLETON The Pettibone-Pea- body Company JANESVILLE J. M. Bostwick & Sons KENOSHA The Barden Store Co. MADISON Harry S. Manchester, Inc. MILWAUKEE The Boston Store T. A. Chapman Co., Gimbel Brothers RACINE Zahn Dry Goods Co. WYOMING CASPER Kassia Dry Goods Co. CHEYENNE Albert's Inc., Kassia Dry Goods Co. SHERIDAN Stevens, Fryberger & Company PORTO RICO SAN JUAN P. Guisti & Co., Inc., Calle Allen 27 CUBA HAVANA Victor Campa Y Ca., S. en C.
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widened
Shoulders

snug in
The ribs

Criss cross
line emphasizes
high waist

Good going
adds grace

Vogue
Pattern
#5977

It's all in The line!

Wonderful how a few inexpensive yards of fabric can float into a room in the guise of a perfect frock. It just takes a Vogue Pattern and a fairly patient needle to perform the miracle.

Vogue Patterns have a way with them. Each little dart has a meaning all its own—each line adds grace and subtracts unwanted inches. When you pin your faith—and your cloth—to a Vogue Pattern, you throw uncertainty overboard. You know that the cut will be clever—the lines will be new and flattering—the dress will be right.

Slim hip-line

VOGUE PATTERN BOOK—SIX ISSUES—\$1.50

We wonder how many Vogue readers know Vogue Pattern Book. It's a bright and colourful fashion show—with some 150 figures parading through each issue. Multiply that number by six, and you'll realize how much authentic fashion news a year's subscription brings you. Each issue also carries much information about fabrics, colours, accessories and what not. If you're interested in wearing, making or selling smart clothes, clip the coupon. Then you pay \$1.50 for six issues, instead of 35c a copy.

VOGUE PATTERN BOOK, GREENWICH, CONN.

Enclosed is \$1.50 for a year (6 issues) of Vogue Pattern Book.

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V.M. 5-15-32



THE SMALLEST SLIDE FASTENER
EVER OFFERED

The genuine Talon Fastener has the name on the slider



■ The slacks, blouses and bathing suit may be had at Peck & Peck stores in the gayest of colors. Don't be misled by the blouses. They're simply elegant for golf, riding and tennis.

SLICKS UP THE BEACH COMBERS

Take the trimness of masculine tailoring, the femininity of Celanese Jersanese, add the smart smoothness of the new Talonette Slide Fastener, and you have the "Beach Combers"!

That's the name Peck & Peck have registered for these new beach ensembles featuring the smallest slide fastener ever offered!

To the gay, casual garments you've known, Talonette now brings the design and molded figure of fashion today.

The pajamas have the smooth continuous flat hip closing never before obtainable with hooks and eyes. On the blouse Talonette is both decorative and useful. The Talonette molds it in clinging lines to your figure.

Talonette closing makes the bathing suit easier to put on or take off and in addition relieves undue strain. And the saltiest of seas will *not* corrode or shrink your Talonette.

Bulges and open gaps from hooks and eyes are now replaced in all these garments with the continuous Talonette seam. All fit smoother... all flow evenly with your figure line unbroken by ugly fastening bulges. Moreover, when you lock the Talonette... it stays locked!

There is only one Talonette. It is the smallest, most flexible slide fastener offered. You'll see the name Talon plainly on the small slider.

TALON

REG. U.S. PAT. OFF.

HOOKLESS FASTENER COMPANY, MEADVILLE, PA.,
NEW YORK, N. Y., BOSTON, PHILADELPHIA,
CHICAGO, LOS ANGELES, SAN FRANCISCO, SEATTLE.

*THERE IS A SPECIAL TALON FASTENER FOR EVERY APPLICATION



You'll Like Your New Foundation Garment

IT IS AN ORDER FROM THE HIGH COURT OF FASHION . . . that even younger and nearly perfect figures must accept the all-in-one foundation garment as the first requirement of a smart appearance.

Yes — and really *like* it . . . if the choice is Charis. For Charis is the one foundation garment whose corrective effects can be adapted by the wearer to the varied needs of individual anatomy.

The patented, adjustable design of Charis provides complete, natural figure correction — with comfort. At the discretion of the wearer this unique garment can be employed to support and mold the bust; flatten the abdomen; define a normal waistline; reduce and lengthen the contours of hips and thighs. These fashionable figure improvements are accomplished without heavy boning, without objectionable pressure, without restricted movement.

Perhaps you have avoided the new Empire fashion. Perhaps you have rebelled at the abrupt command, '*you must wear a foundation garment*' . . . The first glimpse of your corrected figure in one of these fascinating gowns will mean surrender. You'll scarcely know the lovely person reflected in your mirror . . . And you'll bless the mode that made you purchase a foundation garment

. *if it's a*
CHARIS
REG. U. S. PAT. OFF.

EXAMINE THESE LOVELY NEW GARMENTS
 IN PRIVATE, AT HOME

For different figure types Charis has created many new models—with special Empire features. There are also new materials, patterns and colors to choose from. A private home showing of these new garments will be arranged at a convenient time. Just phone the Charis Establishment in your City (Listed under Charis) and ask for a Charis representative. Or, if none is listed, mail the coupon to Charis Corporation, Allentown, Pennsylvania.

Charis prices are moderate, ranging from \$6.95 up to \$18.00.



★ ★ ★
The Charis Musical Revue
starring Ann Leaf, Organist;
Ben Alley, Tenor; and Dorothy
Chase, is broadcast every
Wednesday, at 3:15 P. M.
E.S.T., over a nation-wide hook-
up by the Columbia System.

CHARIS CORPORATION, Allentown, Penna. (V-2-32)

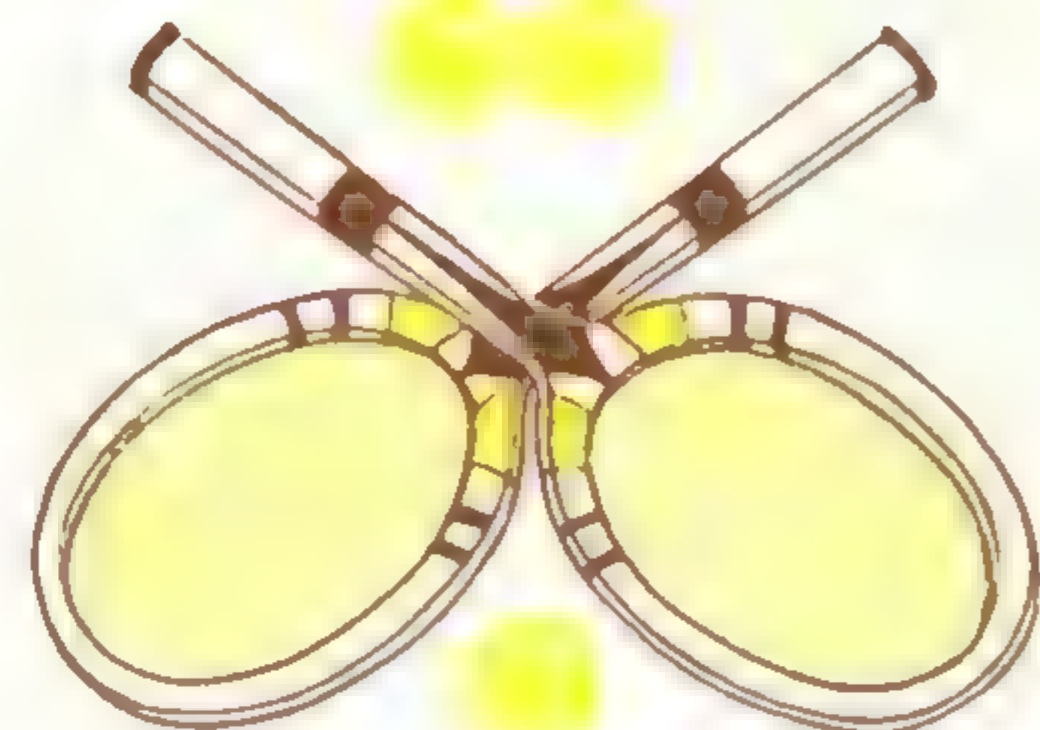
Kindly have your representative arrange to show the new Charis Empire Models at my home. Also, send me your booklet, "The Seven Sources of Modern Beauty".

Name

Address..... Town.....

BEST & CO. WE'RE MAKING SPORT OF MAN'S FORMALITY

TUXELLA...BEST'S LATEST SENSATION IN DU PONT RAYON
...BORROWED ITS PATTERN FROM A MAN'S DRESS SHIRT



● It's ravishing. It's practical. It's cool and light. It's Best's new crepe in Du Pont Rayon and cotton with criss-cross diagonal ribs. Very small ribs, to be sure. And quite as wearable as the crepe shantung that you lived in all last summer. *Left*—Best's squarish cotton lace yoke and belt are just as amusing as Tuxella crepe. The neck can be worn open. 16.75. *Center*—Mere sprouts of sleeves give a correctly wide shoulder. Notice our new neckline, square and slanting. 16.75. *Right*—Best's admire bows and this tie-low, scalloped neck. Good pleats for fast play. 16.75.

- All frocks come in sizes 14X to 20.
- In white, yellow, or light powder blue.
- Mail orders will be filled promptly.

BEST & CO., Fifth Avenue, New York



DU PONT RAYON COMPANY
Empire State Building New York, N. Y.

Salisbury



BULLOCK'S... a chic Collegienne is dressed in Peekette—new Du Pont Rayon and cotton piqué with perforated stripe. Doff the cape for a backless dress and sun-tanning to the waist. Sizes 11-13-15-17 in yellow, green, linen blue, or flesh—all with black stripes. Shown left—\$10.75. Bullock's... Los Angeles



WOODWARD & LOTHROP... These tennis stripes will make you as slim as a soda straw! Stripe-knit blazer over Kordera... Du Pont Rayon and silk crepe with tuck-like stripe. Sizes 12 to 20. White, flesh, or maize dresses with jackets in contrast. Shown right—\$19.75.

Woodward & Lothrop
Washington, D. C.

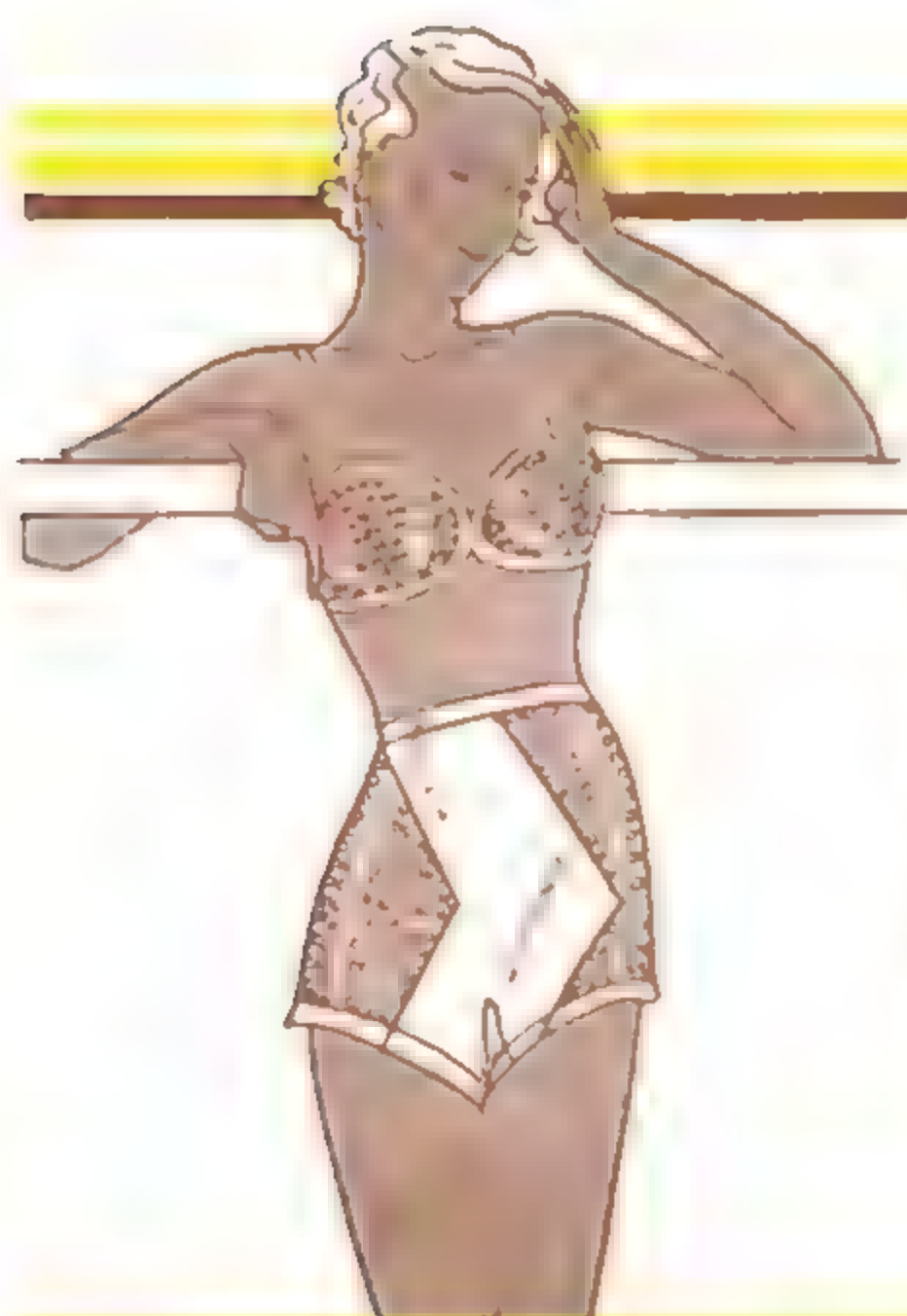
WANAMAKER... Join the stripe parade in Kordera—exquisite Du Pont Rayon and silk crepe with a stripe like a tuck. That chevron treatment of stripes in cadet cape sleeves and skirt is commanding. Sizes 12 to 20 in white, flesh, linen blue, or sunny maize. \$16.75. John Wanamaker, Philadelphia



PONIES... 1932 are skin-fitting little things made by Munsingwear. Wear shorts and shirt together—or shorts with a bandeau. Ponies won't be detected under your snug-gest hipline. Even you can forget you have them on. About \$1 in your shops.



SMARTLY MANNERED STRIPES IN DU PONT RAYON PLUS COTTON



THE NEW SKETCHIES combine Munsingwear's famous crepe-knit with a new screen mesh. The bandeau... mere uplift petals with elastic at back... comes in sizes 30 to 36. Price about 50c. Panties to match bandeau in coral shell, pink, or white. About \$1 at any good quality shop.



Du Pont Rayon Company
Empire State Building
New York, N. Y.

BEST'S Junior lines up diagonal cuts and buttons with real hand-made button-holes. Peekette... Du Pont Rayon and cotton piqué—has the youngest and newest stripes in town. Sizes 11-13-15-17 in yellow, green, linen blue, or flesh—all with black stripes in drop-stitch. \$7.95. Best & Co. New York



BANDEAUX THAT LEAD A DOUBLE LIFE!

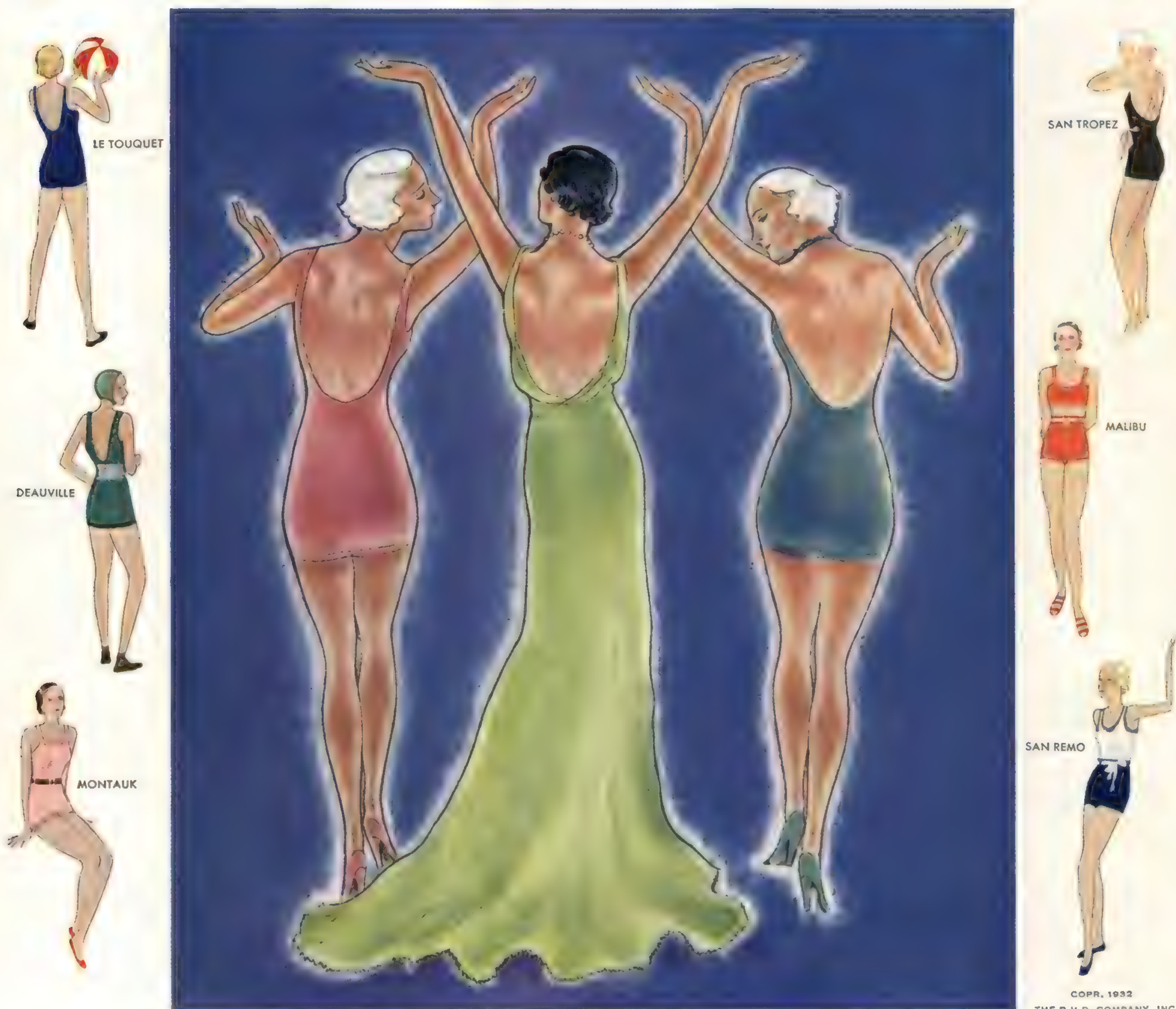
They're simply marvelous—these dainty bandeaux—about uplifting your curves into a youthful roundness. But that's only *half* their charm! Each of them is equipped with Kleinert's Dress Shields to protect your fashionable sleeves from any possibility of fading or friction.

Just ask for Kleinert's Dress Shield Bandeaux at any good notion counter—they'll be delighted to show you a variety of styles all priced for present-day purses and what a lot of time and bother they do save for busy women!

Kleinert's
T. M. REG. U. S. PAT. OFF.

The 1932 B.V.D. Surf Suits

with EVENING GOWN BACKS



COPR. 1932
THE B.V.D. COMPANY INC.

FROM Palm Beach to Bar Harbor spread the news of a great revolution in bathing suits.

B.V.D. did it. B.V.D., with famous New York stylists and artists, had designed the smartest bathing suits that ever appeared on a beach or buffeted a breaker.

... bathing suits with low-cut backs! ... bathing suits as smart, and as flattering, as the new evening gowns!

These new 1932 models are a triumph superimposed upon a triumph. They have the look of the hand-knitting of France. In this year of grace, 1932, you simply have to wear perl-knit

or ripple-knit! Wear your old evening gown if you must. But don't step out into the brilliant sunshine of the beach in anything except this new kind of bathing suit!

High waist-lines are in these suits—grand

lines around the thighs—a *coup* that your best dressmaker, even if she lives in Paris, couldn't excel. These new B.V.D. Surf Suits are a success—the Florida season proved it.

Old style suits are out—definitely out. You might as well wear bloomers and mutton-leg sleeves! But if you want to look over the grandest bathing suits you have ever seen, send in your name and we will have a shop in your vicinity smart enough to have ordered them. We will be happy to send you the name and address of the shop.

The B.V.D. Co., Inc., Empire State Bldg., N.Y.C.

REG. U. S. PAT. OFF.

B.V.D.



the ultra in fashionable footwear

Prestige authentic style supremacy and striking originality are expressed to a superlative degree in a full line of fascinating and exclusive Laird, Schober designs for Spring and Summer, delightfully interpreting the subtle artistry of superior craftsmanship, in the finest of leathers and fabrics and in the newest of seasonal colourings. Now being shown at the better shops and shoe salons of leading stores.



LAIRD, SCHOBER AND COMPANY PHILADELPHIA

"BULLOCK'S
OUTWEST"

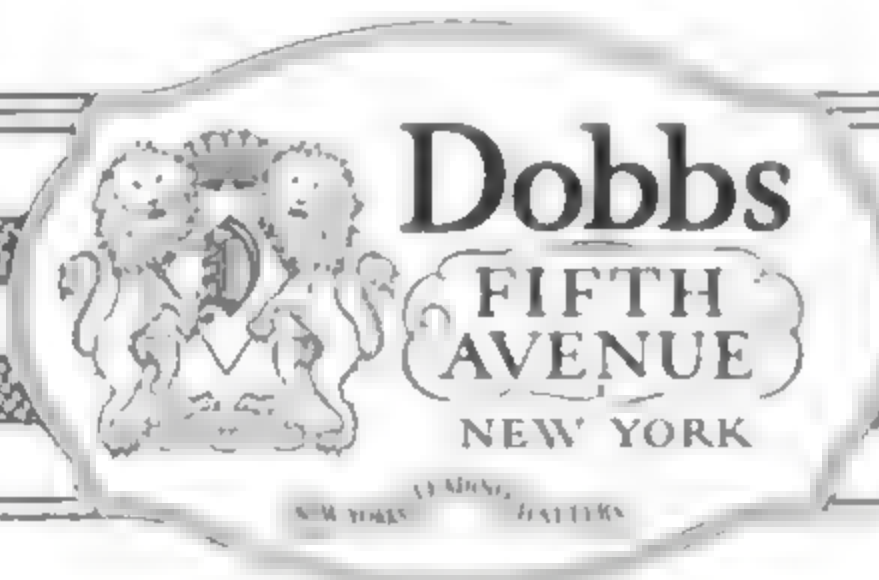


"Out where the West begins . . ." a number of other delightful things begin also. From the West comes the inspiration for one of Dobbs' swankiest sports styles—"BULLOCK'S OUTWEST". It's a felt whose flawless Dobbs quality will delight your bargain-weary soul. Felts, y'know, are suddenly of first importance. Paris is showing little else. "BULLOCK'S OUTWEST" comes in all colors and head sizes. Dobbs hats are priced from \$10 up.

D O B B S
H A T S

BULLOCK'S LOS ANGELES

REPRESENTATIVES IN ALL THE PRINCIPAL CITIES



A PRE-VIEW AND A BACK VIEW

of some of the smartest OCEAN Bathing Suits!

THERE'S much that's new under the sun this season! Take the new rough textures for example—many of these novelty knit, hand-knit effects are exclusive with Ocean! Stunning in all-white or in colors as delightful as their names! Ta Ming yellow, Bleu Exotique, Barbaric red, Arcadian green, Indies brown and many, many more. And as for backs, Ocean is showing the most utterly irresistible adjustable shoulder strap models and Sunback* treatments that ever made a real mermaid shed scales and fins in a fit of jealousy!

* Reg. U. S. Patent Office



• Sketched above—an amusing but practical skirt that may also be worn as a cape!

• Thinking of swimming the Channel? The Ocean Champion on your left affords perfect freedom, stands hard wear, keeps its good looks!

• Scarcely a stitch to her back! The lady in the center is wearing a smart model in the new corduroy knit. The front view shows the applied bow.

• What next! The nautical little maid has stolen the sailor's bell trousers and the shirt right off his back!

• The Kurl-Knit in the lower left corner looks just like a hand-knit suit and is exclusive with Ocean. Jersey lined.

Ocean bathing suits are obtainable at department stores and specialty shops throughout the country. There are Ocean Suits, also, for the men of your family and the youngsters too!

Ocean Bathing Suits

The OCEAN BATHING SUIT COMPANY
 NEW YORK: 10 West 33rd St. CHICAGO: 300 W. Adams St. LOS ANGELES: 742 So. Hill St.

WHITE

light, breeze cooled Walk.Overs



● SIOUX—Particularly easy-going because of its soft, moccasin-type toe. White Elko, unlined and perforated. Rubber sole. Also in white Sportgrain with slightly higher heel and leather sole. Each \$7.50. Sioux handbag \$2.95.



● SUNRAY—Now any foot's a "sandal foot." This new Walk-Over is so cleverly designed that everyone can wear it. It fits and keeps its fit, supporting your foot compactly. White calf \$8.50. Special Sunray handbag \$2.95. Mesh hosiery \$1.35.



CABANA DESIGN PATENT PENDING

● CABANA—The lacy look is the smart look. This opera, one of many "mesh leather" originations by Walk-Over, is white calf, kid lined, perforated clear through. Priced at \$8.50. Handbags \$2.95, and mesh hosiery \$1.65, in the same Cabana design.

WALK · OVER

510 FIFTH AVENUE

AND AT WALK-OVER STORES THROUGHOUT THE COUNTRY

PARIS: 21 Boulevard Des Capucines. LONDON: 372 Oxford St., W. 1.





ORCHID

The charm of Orchid sterling silver lies in its grace of line and delicacy of detail. Orchid is, in a word, feminine, and should be selected by those who like their tea gowns trailing and their dinner gowns décolleté. At your jeweler's, you can see this lovely International Sterling pattern in flatware and hollowware, too.

FONTAINE

This magnificent pattern in International Sterling takes its inspiration from the French Renaissance. The rich ornamentation and elegance that made the age of the Louis' memorable are here; the weight of the silver, too, bespeaks the opulence of that time. Fontaine is indeed a design of impressive and massive beauty, as the tea service and fork clearly show. You can see this luxurious International Sterling pattern, in both flatware and hollowware, at your jeweler's.





EMPRESS — the new reigning beauty of modern sterling silverware. International Sterling has given this pattern originality and unusual interest. In the detail and handling of the ornament it is entirely modern, yet in its effect the pattern calls to mind the Empire period—that romantic age that increases in interest and prestige every year. Each individual piece of Empress silver shows imagination and spirit—as evidenced by the fork, and by the aristocratic tea service. At your jeweler's, you will find this distinguished new pattern on display, in both flatware and hollowware.

About prices — Empress and the other International Sterling patterns shown on this page are priced remarkably low. Never before, in fact, has there been a better time to start a beautiful International Sterling service—or to add to the one you now own. Your jeweler can give you complete price lists.

A helpful book...“Correct Table Silver—Its Choice and Use” is a beautifully illustrated book of suggestions and advice which Lady Mendl (Elsie de Wolfe) herself supervised. The cost is only 25 cents. Write to the Fine Arts Division, Dept. 1-B, International Silver Company, Wallingford, Conn.

Go **WHITE** and you
can't go wrong in **NEW SWIM ACCESSORIES**

A... You've gotta wear white to be chic this summer! That's what's so helpful about the United States Rubber Company's new swim fashions—the grandest models in white! This beach coat in white toweling, for instance, with the yoke aft, and long scarf-ends fore, striped in black with green, red, or blue. And this "U. S." Moulded aviator cap in white Water-Weave rubber, matched by these "U. S." strap shoes in the same design of white rubber, with crepe soles and cushion heels! Will they make a Lorelei of you? Sit on a rock and see!

B... Another cap for sophisticated water-babies is "U. S." Silhouette—a turban with that sculptured look hairdressers and milliners cry over... "U. S." Howland shoes are swell a-sea or a-shore because they have suction cups around the upper edges that hug your feet the way suction tires hug a road in the rain. These shoes are smart as the dickens in plain white, but you can get them in colors if you want. Nice colors, too—geranium red, azure, tender green, canary, orchid. Even black!

C... The Kibitzer about to drop her big "U. S." Waterboy ball on the ping-pong table is wearing a "U. S." Silhouette cap that swoops down on the side the way Paris says headgear should this year. Plain white on the up side, with a tilted red-white-and-blue target on the other... By the way, the girl at the end of the table under the headline wears a "U. S." Fabricap—that new puckered-up soft rubber that looks smartly like knitted Jersey. This one has a braided trim... all white, white with black, or colors.



Drawn by Gladys Rockmore Davis



**COAT, CAPS, SHOES AND WATER-BALL BY
THE UNITED STATES RUBBER COMPANY**

A Sailor's life for me!

WHAT FUN for you this year, if there's any viking at all in your blood! For it's a *very* nautical season, and deep-sea sailing is going to be practically the leading summer sport. It began on the French Riviera, and turned out to be so exciting that now every one is planning to do it at Newport and Bar Harbor. • We think it's partly because of the clothes. (Have you seen Bradley's new ones?) It's so utterly satisfying to get into these hardy villagers' things and go drifting down the coast in a boat of one's own. • You can swim all day, if you like, coming up just for luncheon and tea. And if they're served on deck, you won't even need to dress. Pyjamas are the thing; pyjamas or one of Bradley's new, calf-length knitted frocks that grip you firmly at the midriff and look so very right, after your first shock at the way they're cut. Put them on over your wet suit, for that's the way they were worn at Saint Tropez, where Bradley picked them up from Tao Tai and brought them back to make your summer gayer. • And while they're native to the Mediterranean, *these* clothes will function equally well at Bailey's Beach or Frenchman's Bay, or almost any place where there's water and a boat. (Could we sell you a beach, or a bit of private coastline?) . . . The Bradley Knitting Company, Delavan, Wisconsin. *The Bradley fashions illustrated are exclusive, in New York City, with Lord & Taylor*

Katrinha E. H

Ann R.

Marguerite C



"... from Tao Tai, who knits such marvelous things for Schiaparelli.

• "Katrinka prefers the knitted dress to pyjamas. The rough, corded stitch is quite different from anything we've shown before. There's a long-sleeved jacket, too, hipbone length, fitted, and belted high. In admiralty blue, with the neck and short sleeves of the frock finished in heavy, tri-colored crochet. (Frock No. 79257D, about \$18.50; jacket No. 79257C, about \$7.95.)

• "Marguerite casts her vote for slacks, because, as she says, you can wear them with your bathing suit for a top. And, anyway, she *likes* to wear white on a boat. A gay-colored sweater under the jacket would give a nice note of contrast too. Besides white, this suit comes in admiralty and scarlet (No. 79237N, about \$13.95).

• "Ann is very dashing in this new combination of scarlet shirt and Salerno blue trunks. The shirt (really a maillot) is knitted in soft zephyr wool in a pattern which gives just enough contrast to the trunks. (Shirt No. 27596, and trunks No. 27597, about \$7.95 for the ensemble.)"

—From a letter of LISA POTTER
BRADLEY SHOPPING ADVISER

J. PAGES - 32.

B R A D L E Y

THE SHOPPERS' AND BUYERS' GUIDE

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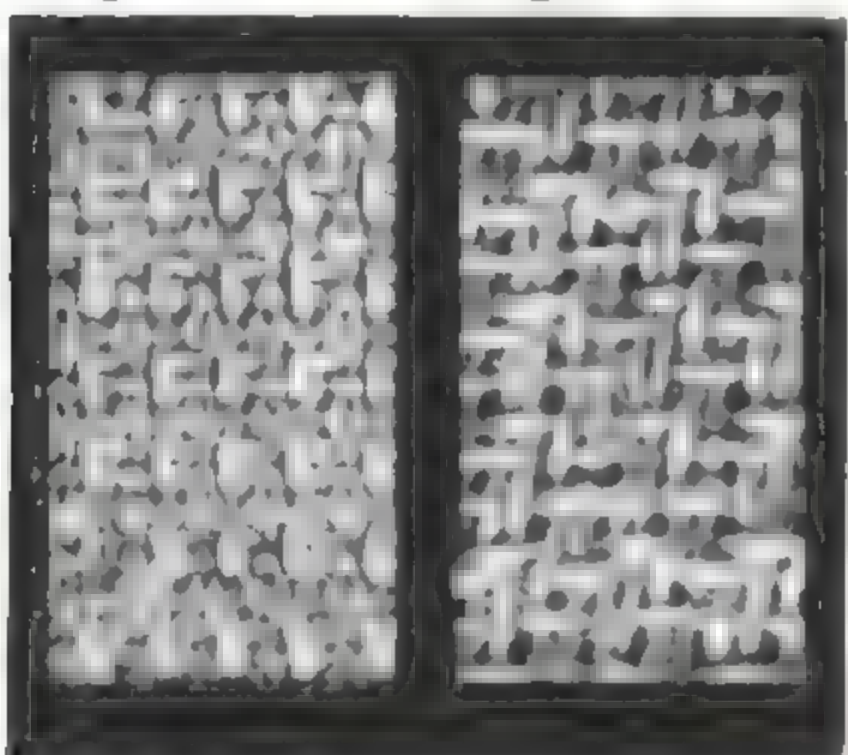
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Fig. 1

Fig. 2



1. Underweave of a Martex towel (somewhat magnified) is close, strong and durable. It holds every soft, absorbent thread firmly in place.

2. Underweave of ordinary Turkish towel (equally magnified) is loose, open and weak. Such loosely-woven towels soon go to pieces.

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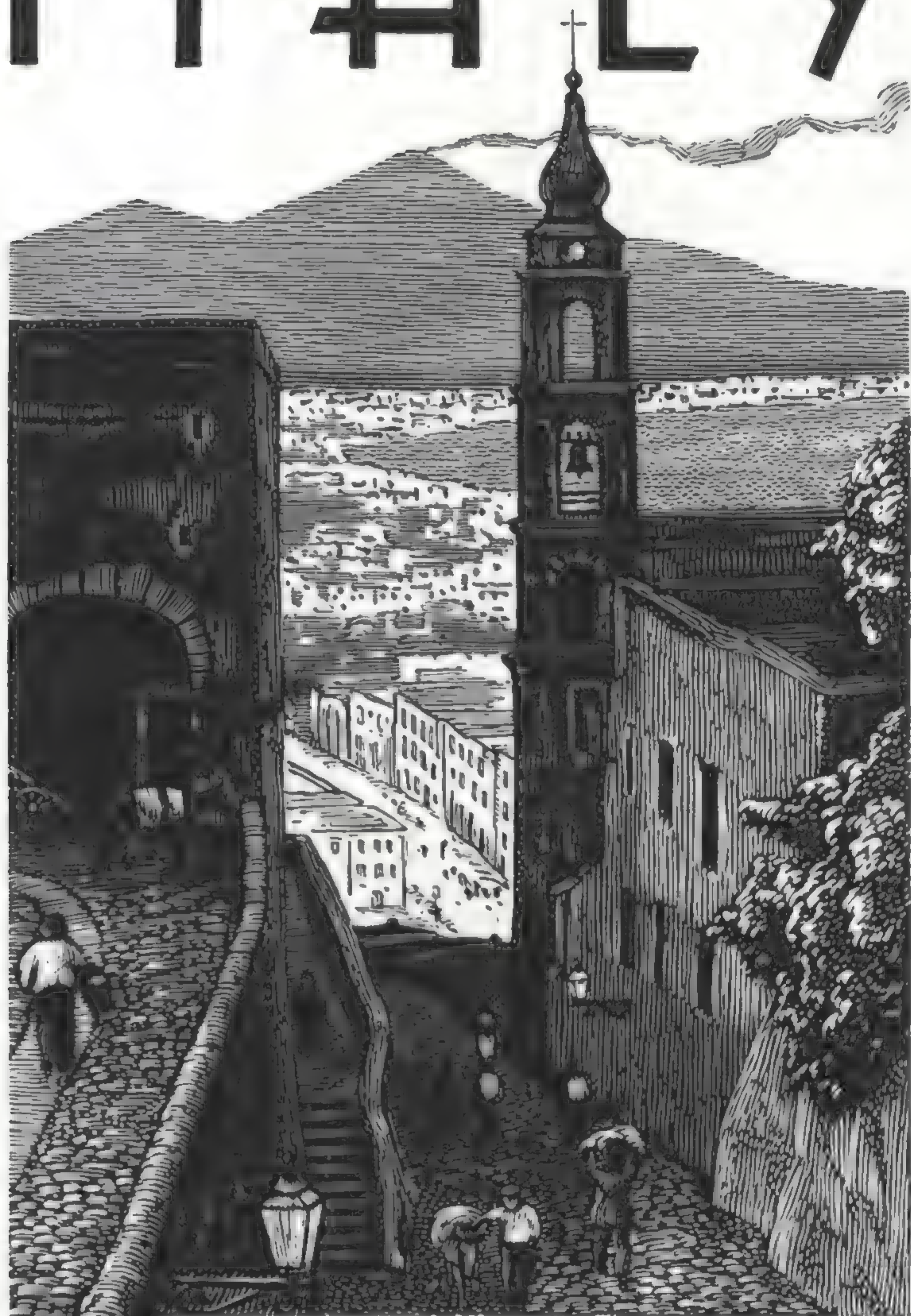
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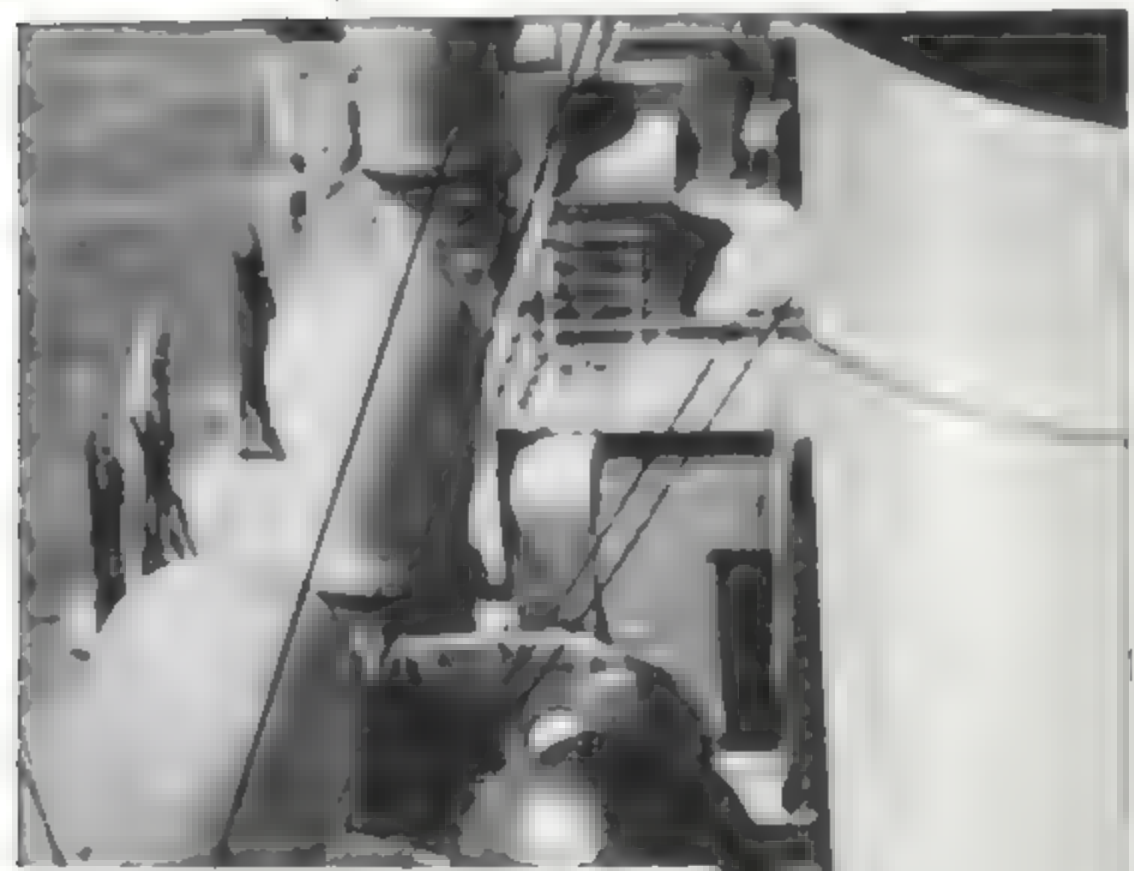
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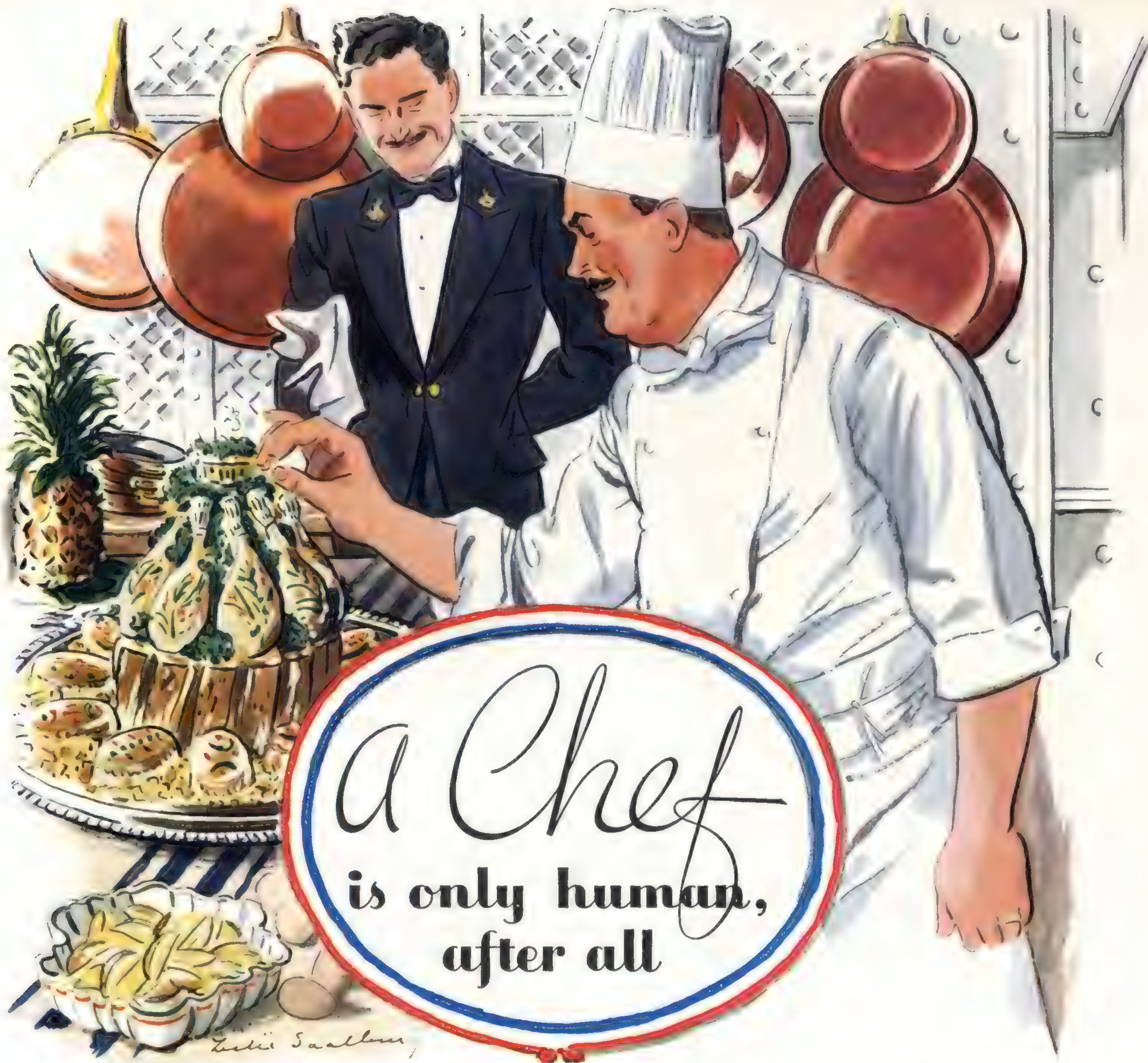
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French Line 

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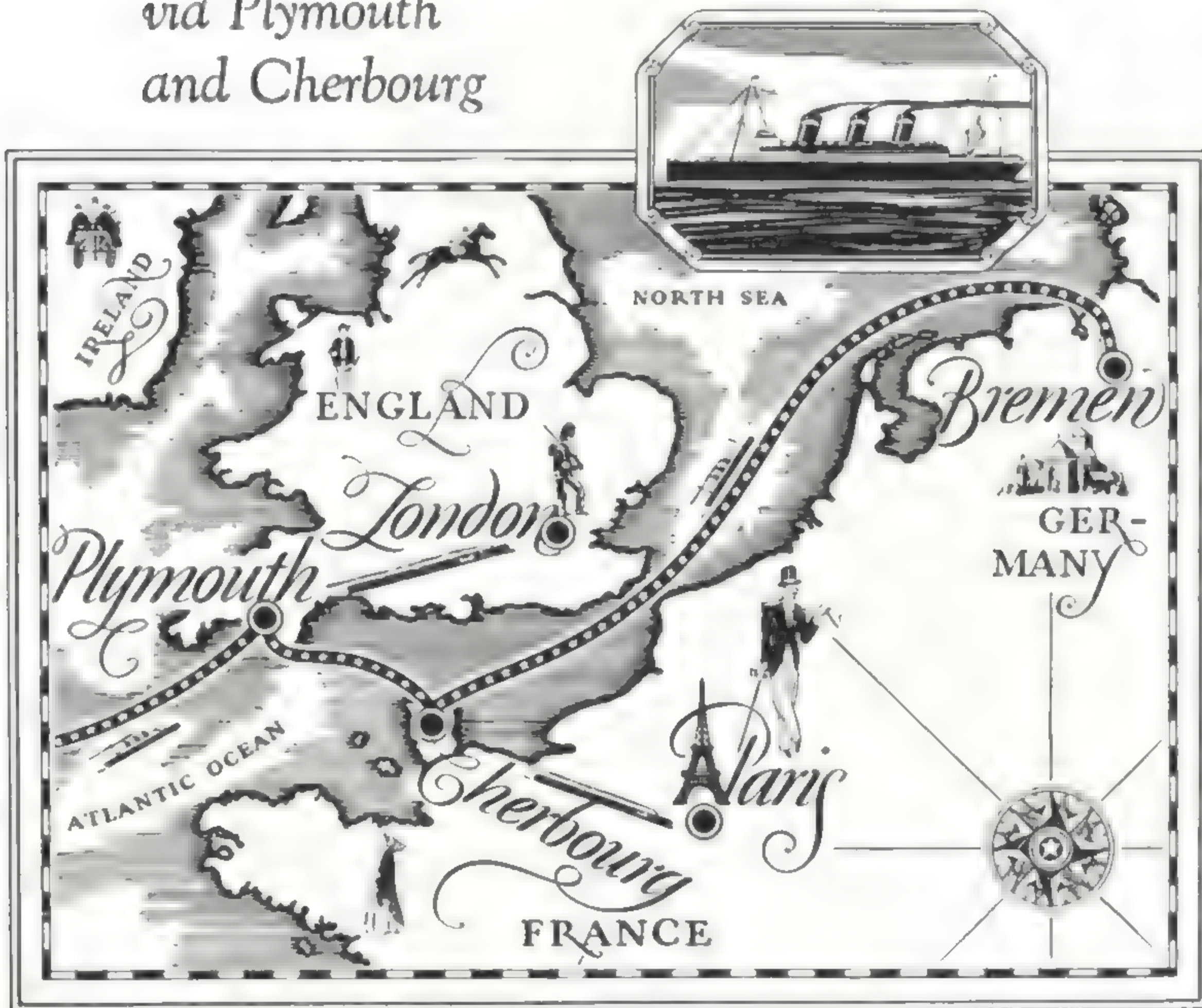
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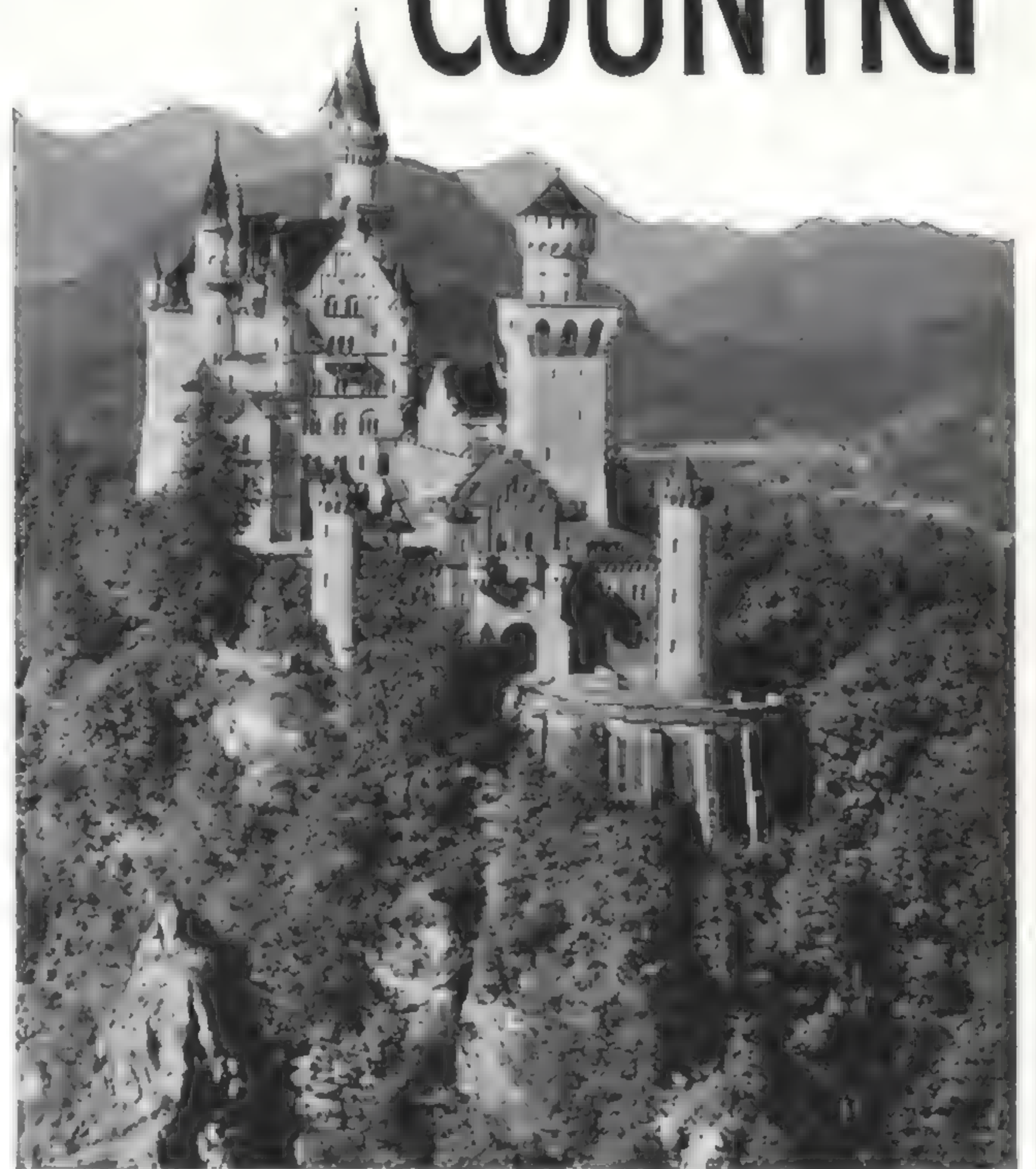
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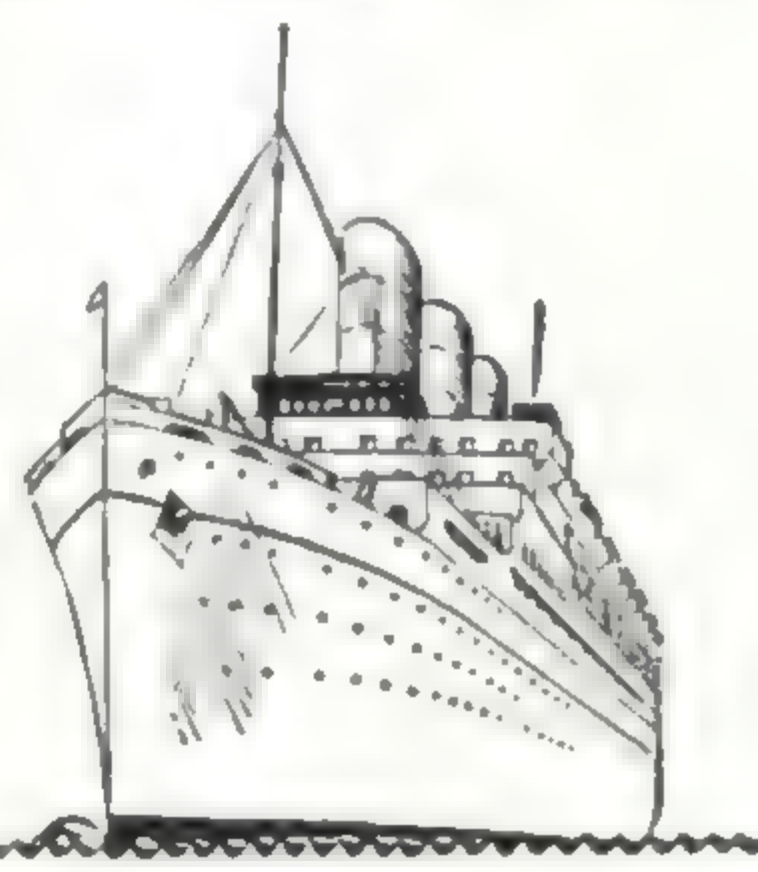


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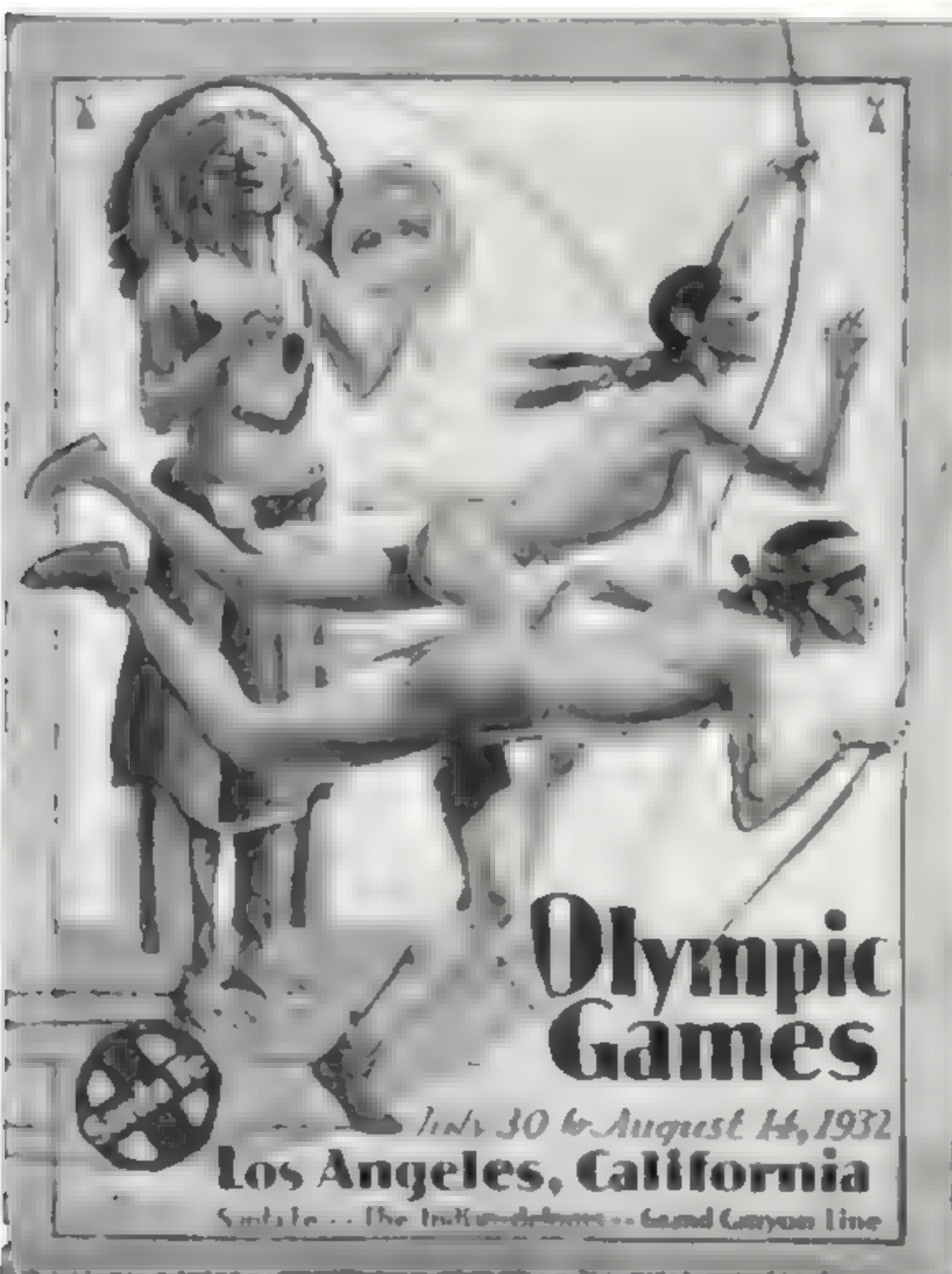
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BIRTHS

NEW YORK

Emmons—On March 29, to Mr. and Mrs. K. Blyth Emmons (Anne M. Petrasch), a son.

French—On March 29, to Mr. and Mrs. Arthur E. French (Pauline Pope Day), a son, Arthur E. French, junior.

Jelke—On March 29, to Mr. and Mrs. F. Bartholomay Jelke (Marjorie B. McVickar), a son, Frazier Jelke, third.

Nash—On March 26, to Mr. and Mrs. F. Ogden Nash (Frances R. Leonard), a daughter.

Purves—On March 21, to Mr. and Mrs. Robert Ogden Purves (Marjorie Taylor), of Hampton, Virginia, a daughter, Helen Ogden Purves.

Read—On March 29, to Mr. and Mrs. Bayard W. Read (Edith Mathews Gwynne), of Rye, New York, a daughter.

DEATHS

NEW YORK

de Weerth—On March 28, Helen Baltzell de Weerth, wife of the late Ernest de Weerth.

Furber—On March 24, Cornelia C. Chapman Furber, wife of Percy N. Furber.

Lloyd—On March 26, Lizzie R. Blackford Lloyd, wife of the Right Reverend Arthur Selden Lloyd.

Morgan—On March 29, in Middletown, New York, David Percy Morgan.

Slade—On March 30, in Naples, Italy, Arthur Jarvis Slade, of New York, husband of Yvonne Truchot Slade.

BALTIMORE

Shriver—On March 27, Samuel Henry Shriver.

BOSTON

Anthony—On March 28, in Brookline, Massachusetts, Andrew Weeks Anthony, husband of Lilybel Barnard Anthony.

Gray—On March 30, Gerald Hull Gray, husband of Louise Wells Gray.

LONDON

Pryke—On March 30, Sir William Robert Pryke.

PHILADELPHIA

Dice—On March 25, Agnew Thompson Dice, husband of Margaretta W. Boone Dice.

Emlen—On March 24, Chestnut Hill, Pennsylvania, Dorothea Emlen, daughter of the late George Emlen.

SAINT LOUIS

Aull—On March 28, Mary F. Aull, daughter of the late Mr. and Mrs. Robert Aull.

SAN FRANCISCO

Hamilton—On March 25, Edward H. Hamilton, husband of Fanny Hamilton Hamilton.

ENGAGEMENTS

NEW YORK

Archbold-Hufty—Miss Frances M. Archbold, daughter of Mrs. John F. Archbold, of New York City and Thomasville, Georgia, to Mr. Mann Randolph Page Hufty, of Washington, D. C., son of Mrs. Mary Page Hufty.

Cooper-Nixon—Miss Jane Cooper, daughter of Mr. and Mrs. Kent Cooper, of New York City, to Mr. Eugene F. Nixon, son of Mr. F. E. Nixon, of New York and Fort Lauderdale, Florida. Miss Cooper's father is probably best known as the General Manager of the Associated Press.

ENGAGEMENTS—(Continued)

Field-Wilde—Miss Marjorie Lila Field, daughter of Mr. and Mrs. William B. Osgood Field, of New York City and "High Lawn House," Lenox, Massachusetts, to Lieutenant Helm George Wilde, U. S. A., son of Mr. and Mrs. George W. Wilde, of Lake City, Minnesota.

Kane-Gerry—Miss Marjorie Y. Kane, daughter of Mr. and Mrs. John P. Kane, of Locust Valley, Long Island, to Mr. Elbridge T. Gerry, second, son of Mr. and Mrs. Robert Livingston Gerry, of New York City and "Aknusti," Delhi, New York.

BALTIMORE

Carey-McIntosh—Miss M. Millicent Carey, daughter of Mrs. A. Morris Carey, of Baltimore, Maryland, to Dr. Rustin McIntosh, son of Mr. James H. McIntosh.

BOSTON

Codman-Hodges—Miss Hester Schuyler Codman, daughter of Mr. and Mrs. Julian Codman, to Mr. Ransom Fuller Hodges, son of Mr. and Mrs. Charles Davis Hodges, of Brookline and Marblehead Neck, Massachusetts.

PHILADELPHIA

Jones-Wilkie—Miss Dorothea Woodruff Jones, daughter of Mr. Arthur Woodruff Jones, of Mount Airy, Pennsylvania, to Mr. John Wilkie, son of Mr. John L. Wilkie, of New York City.

McFadden-Geary—Mrs. Barclay McFadden, daughter of Mr. and Mrs. Ledyard Heckscher, of "Bolingbroke," Radnor, Pennsylvania, to Mr. Alfred H. Geary, son of Mr. and Mrs. John White Geary, of Saint Martin's, Chestnut Hill, Pennsylvania.

WEDDINGS

NEW YORK

de las Rivas-Mortimer—On March 30, at Monte Carlo, Monaco, Señor Luis Martinez de las Rivas and Mrs. Mathilda C. Mortimer, daughter of Mrs. William Bay Coster, of New York.

Ellis-Smyth—On March 12, in Christ Church, Mr. Kenneth Black Ellis, son of Dr. Richard Ellis and Mrs. Ellis, and Miss Thelma Suzette Smyth, daughter of Mr. and Mrs. Herbert Crommelin Smyth.

Gillespie-Baldwin—On March 18, in Saint Mark's Church, Mount Kisco, New York, Mr. Charles Waring Gillespie, son of Mr. and Mrs. Thomas H. Gillespie, of South Orange, New Jersey, and Miss Jane Baldwin, daughter of Mr. and Mrs. Joseph C. Baldwin, junior, of New York City and "Shallow Brook Farm," Mount Kisco.

Hitt-Clark—On April 19, Mr. Robert Reynolds Hitt, son of Mr. and Mrs. R. S. Reynolds Hitt, of Washington, D. C., and Miss Evelyn Bigelow Clark, daughter of Mr. and Mrs. J. Francis A. Clark.

de Spoelberch-Stewart—On April 28, Vicomte Eric de Spoelberch, of Philadelphia, Pennsylvania, and Belgium, and Miss Katharine Kelso Stewart, of "Cheswold," Haverford, Pennsylvania, daughter of Mr. W. Plunket Stewart, of "Brooklawn," Unionville, Pennsylvania.

Brooke-Blackburn—On March 30, in the Grace Church Chantry, Mr. George Clymer Brooke, son of Mrs. Trenchard Emlen Newbold, of Rittenhouse Square, Philadelphia, Pennsylvania, and the late George C. Brooke, and Miss Madeline Randall Blackburn, daughter of Mr. and Mrs. Charles A. Blackburn, of Southampton, New York.

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more, that charming legendary figure called the lady. . . . Orchis may be had from seven dollars and a half to one dollar. Yardley & Co., Ltd., 452 Fifth Avenue at Fortieth Street, New York City; in London, at 33, Old Bond Street; also Toronto and Paris.

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New York and Chicago*

Fifth Floor Fashions

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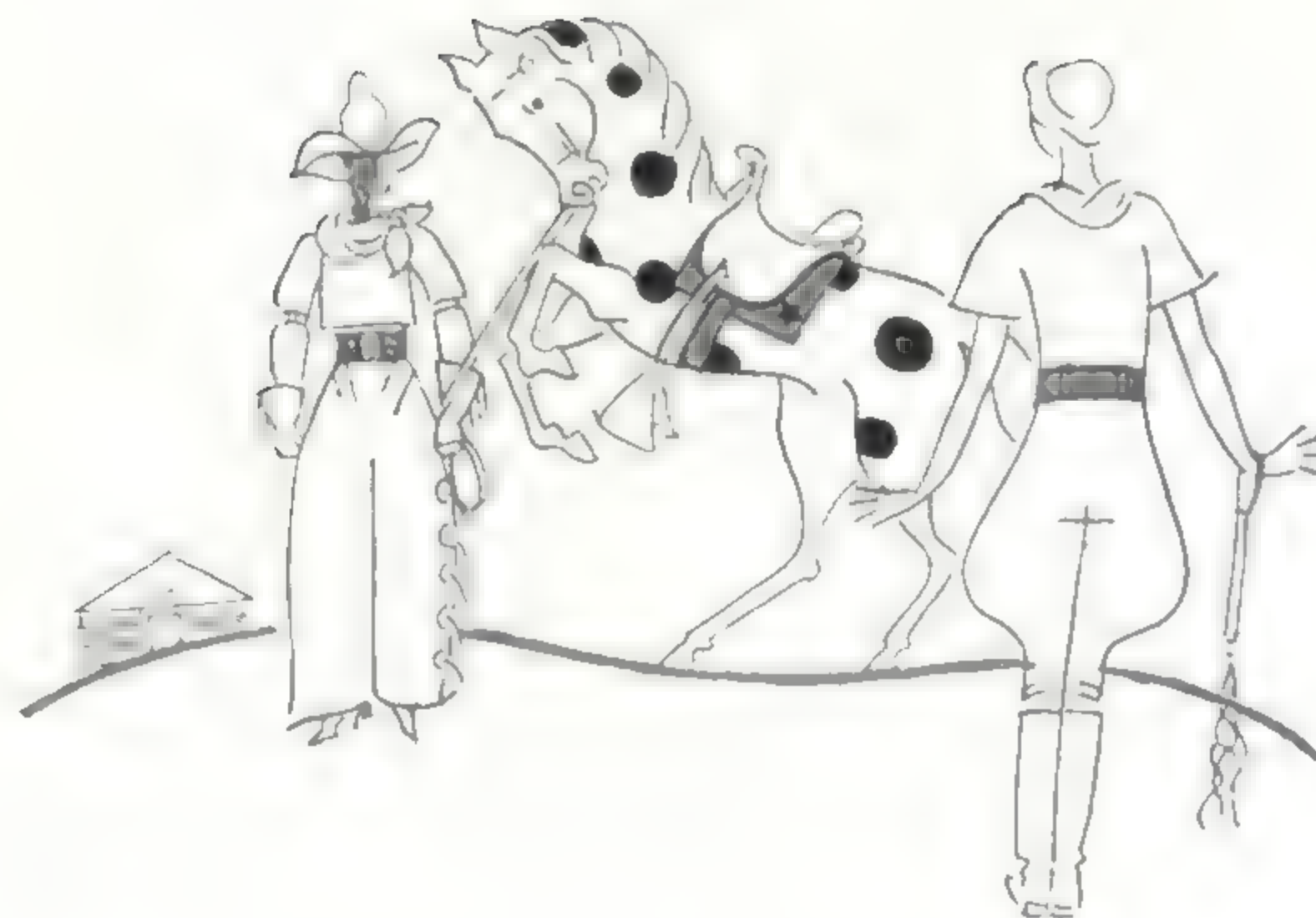
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Whole No. 1436



MAY 15, 1932

THE CONDÉ NAST PUBLICATIONS, INC.

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THERE ARE THREE VOGUES
AMERICAN, FRENCH, AND BRITISH

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Carmel Snow—Editor of American Vogue
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THE GRANADO pattern, expressly designed for Spanish or Mediterranean dining rooms.



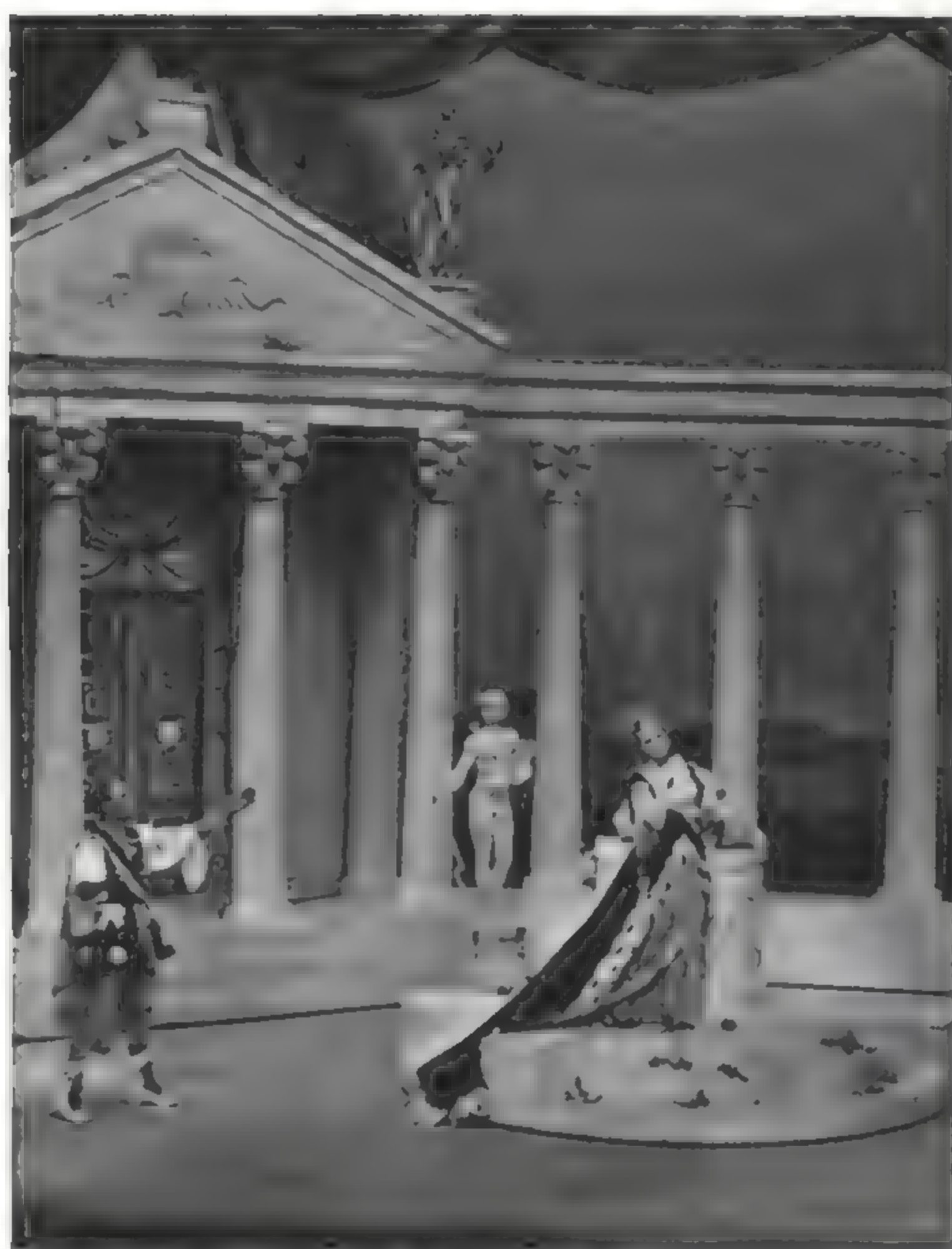
THE ADAM STYLE, the silver to complement the stately Georgian room.



THE WILLIAM AND MARY and MARY II patterns, for homes done in the Early English manner.



THE EARLY AMERICAN STYLE, Plain or Engraved, the correct silver for Colonial dining rooms.



A. CONSOLE

Vogue's-eye view of the mode

WHEN Oliver Messel produced "La Belle Hélène," in London this winter, he made his Helen "Fairy-tale" and his sets baroque. At the Salon des Indépendants in Paris, most of the paintings exhibited played, not with mechanical themes, but with sentimental flowers and butterflies, with ladies in sugary pink dresses against classic columns, set in idyllic scenes. When travellers go to Germany, where do they linger most ecstatically? Within the pale blue-and-silver *boiseries* of the Amalienborg ballroom or at Sans Souci, with Sacheverell Sitwell's tome on the baroque under their arms. Reflect how in German movies, stark modern tragedies and comedies go on so often against sugary eighteenth-century backdrops. Take "The Congress Dances" and the "Merry Wives of Vienna." Always this same insistent decorative note of sentiment in the background, always the semi-classic motif, the whitewashed walls of Prussian palaces, broken suddenly by extravagant swirls of carved cornices, curved chair legs, and white faience stoves.

This genre, this indefinable something, is creeping into our own houses and pent-

houses, pulling us away from the strictly mechanical modernism of yesterday.

In this issue, Hoyningen-Huene sounds the note of this definitely growing movement. He has taken two remarkable photographs of the tender-toned dresses of this spring, disporting themselves under the shadow of giant, fantastic vases with baroque-like scrolls. Spread open these twin pages, 48 and 49, before you. Then take another look at Evelyn Laye as Helen, above. Add to them with your imagination the palest pinks and the palest blues and a great deal of bright insistent gold. Conjure up classic ringlets curled tight, tight, tight like those of Brigitte Helm on page 50. Think of Nymphenburg figurines, of curlicue beds and tables and chairs, and all the most fantastic bits of carved Victorianism painted sharply and set bold against barren backgrounds. If you get the feeling which animates all of these things, you will have mastered a very slight, but a very significant and charming undercurrent, which is running behind all the fashions, all the decorations, the flower arrangements, the theatrical sets, the photography, and the decorative painting of this spring.



CECIL BEATON

Mrs. Charles H. Sabin

A very busy woman, head of the Women's Organization for National Prohibition Reform; a very able decorator, as the suites she recently did in the new Waldorf testify; and a very charming hostess with three beautiful houses—one on Sutton Place, one in Southampton, and one in the plantation country near Charleston, South Carolina



A GUIDE TO AMERICA

WHAT is adobe? What is a pinto? Draw a silo. How do you steam clams? Spell Levis. Where do you get oilskins? What is a *veillée*? Where are the badlands? What is Bailey's? Who is Fred Harvey? What is the Aloha? What is a praline? Shouting? A little dogie? Who is the Judas Ram?

The answers to all of these questions will not be found at the back of the book. The answers lie off west of the Rockies, north of the Great Lakes, below the Mason and Dixon line, east of Maine, up state, down street, under an elm, in front of a court-house, in a corral, in a car next to the Jim Crow car, down the pink velvet carpet that leads to the Century, on a plate of corn-on-the-cob. When you are travelling "hard" in Russia and the young Soviet on the ledge beneath you begins to pelt you with eager questions about America, on and on through the night, can you answer him? When a young Frenchman leans across a dinner-table one evening and asks you suddenly "*Vous connaissez, ce Main Street?*" do you have to change the subject? Or can you turn about and swap yarns with him about Daisy Geyser and Old Faithful and the factories of Monsieur Henry Ford.

What is this country, in short, that the world is so excited about, that Dreiser sighs about, Mencken laughs about? Isn't it fantastic that we can sit summer after summer on the same old beach and let foreigners rave over their discoveries on our shores. In *Baedeker's* little red volume on America, a dog-eared copy, are read the following revelations about our national habits. "Luggage is called baggage." "Restaurants that solicit the patronage of 'gents' should be avoided." "The American Railways have long cars, entered by doors at either end. The conductor calls 'All Aboard,' but a warning bell is seldom rung." "Straps are provided in the elevated railways to enable those who can not obtain seats to preserve their

Vogue's summer edition

equilibrium." "For the pedestrian on a short tour, a couple of flannel shirts, a pair of worsted stockings, slippers, the articles of toilet, a light waterproof, and a stout umbrella will be found sufficient equipment." "Long Island," this amazing volume goes on to tell us, "is a narrow, fish-shaped island. On the E. shore there are several summer resorts of a higher class than Coney Island."

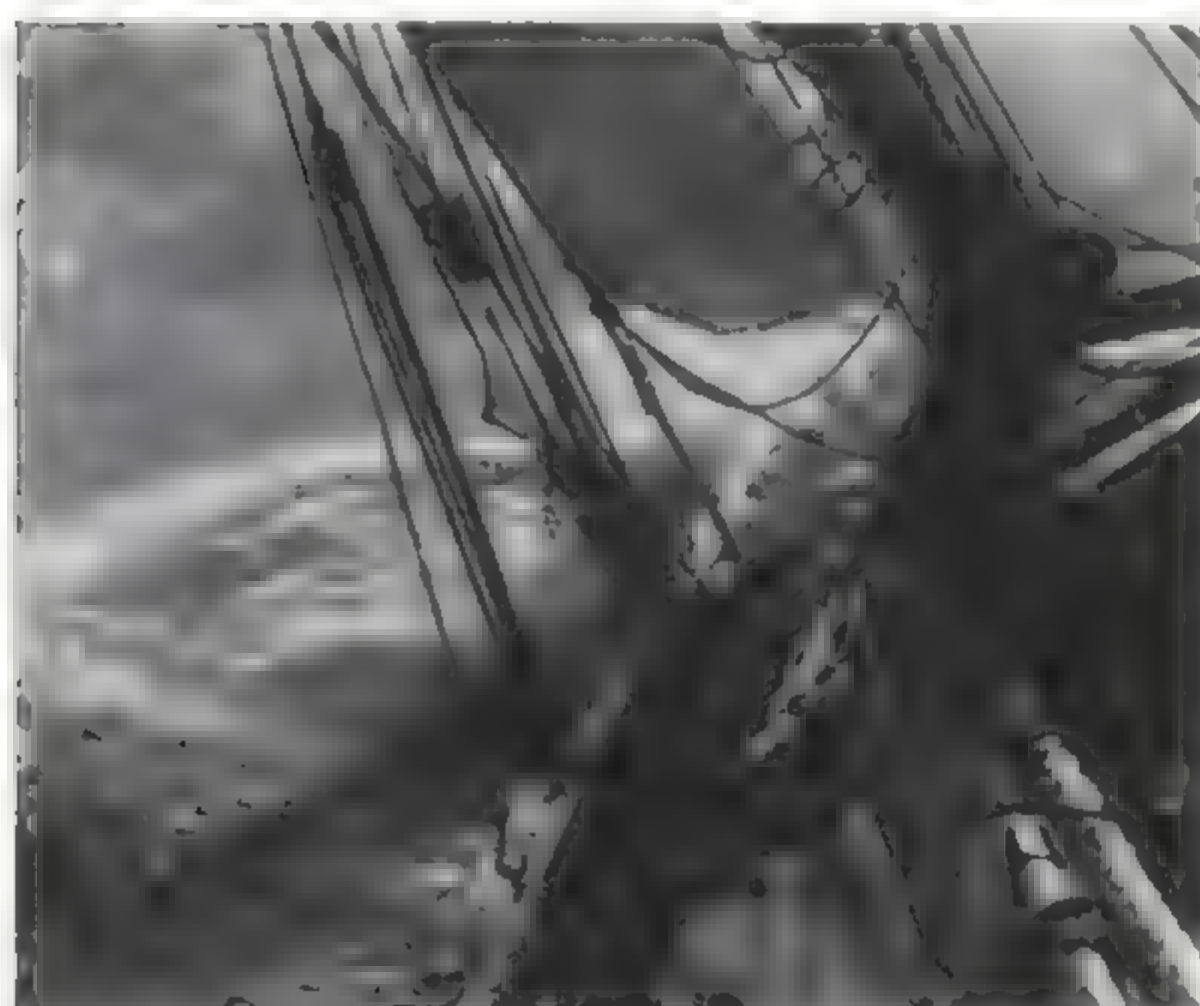
The fauna of the Adirondacks, to take up our travelogue in the same immortal vein, includes black bears, wildcats, and loons. The lakes are well stocked with trout and bass and chic children swimming. The national custom of corn-on-the-cob prevails even in the most luxurious private camps. Lenox (Aspinwall with splendid view) and Stockbridge (tasteful Episcopal church) are golfers' Paradise. The roads are lined with Higginsons, Johnsons, Bristeds, Sedgwicks, and immemorial elms.

On Cape Cod, the inhabitants are still very quaint and primitive. Shoals of young people disport themselves on its shores; sailing, swimming, lawn tennis, and golf are the popular sports. The early customs of waiting-for-the-mail and meeting-the-boat are still preserved. The picturesque clam-bakes of the region have got their name from the clams which are steamed over wet seaweed after libations of cocktails on the shore. Antiquing is good in season. Bide-a-wee tea-rooms flourish in numbers. Among the summering places, there is Newport, the undisputed queen of the American resorts, occupying a low plateau on the S. W. extremity of Rhode Island, where visitors take up their abode in luxurious private villas known as "cottages." The beneficial effects of the champagne and Lobster Newburgh attract many visitors. At Bailey's (en-



NEWPORT SWELLNESS • MAINE SIMPLICITY

trance by invitation only), you see the swellest looking people in America. Many interesting relics—Renaults and mutton-chop whiskered aristocrats—are still on exhibit along Ocean Drive. Isleboro (Coloq. Dark Harbor), a pretty little hamlet on the coast of Maine, is famous for sailing, for no automobiles, for buckboards and Boston's best. Bar Harbor, another popular watering-place, lying on the E. coast of Mount Desert, is often visited by celebrated yachts, such as (left, below), *Ilex*, and by famous yachtsmen as (middle, above), Paul Hammond.



CAPE COD TANG

Quebec, somewhat to the north, stands on a high rock, on a breezy terrace, from which on cool nights you can gape at the magnificent aurora borealis (coloq. northern lights). The chief hostelry, the Château Frontenac (double-starred cellar), is built in a château style overlooking the shop of Morgan's (good children's winter coats and Scotch caps) and a nice little British sweater shop. Not far away is the Seigniory Club of Lucerne-in-Quebec, with its old stone *manoir*, its tennis-courts, Scotland-like golf-links, and excellent pool. And further up the Saint Lawrence is Murray Bay (workable knowledge of "hab" French advisable), where the Cabots inhabit a blue-grey stone *seigneurie*, and every one knows Monsieur le Curé, and the Manoir Richelieu has the most wonderful golf course imaginable, and you have to yell "*Marche-donc*" to your horse to make him go. The only dangers are the homespuns, beautiful in the hand, but bad on the form if not properly tailored.



TRANS-AMERICA



QUEBEC FOREIGN-NESS • MURRAY BAY AIR

In Chicago, a stop-over is recommended to view the new World's Fair buildings, which are rising like the land of Oz, on new-made land along the lake. Good for dinner conversation afterwards. (Best seen with Mrs. Kellogg Fairbank as guide—no gratuity necessary.) The Dude Ranch West—altitude high, the air magnificent. The native costume of the region is peculiarly picturesque; the flora, Alpine; the fauna, cattle, prairie-dogs, wranglers, and incredibly pretty and sophisticated young people like Mimsy Taylor and her brother, right, having the time of their lives in jeans. Starred are the cowboys who are the most attractive men on earth, the pack-trips off into the wilderness, the flapjacks that the guides flip up in frying-pans over wood fires at night. Among the quaint sights of the region are the pallid newcomers from the East, emerging for the first time in their new ten-gallon hats. Double-starred in this Western land are the great glaciers of Alaska, tumbling down into the sea before your eyes; the unbelievable grandeur of Johns-Hopkins Glacier (below); Paradise Inn on the side of Mount Rainier (lower left), where there is tobogganing in the middle of summer, after

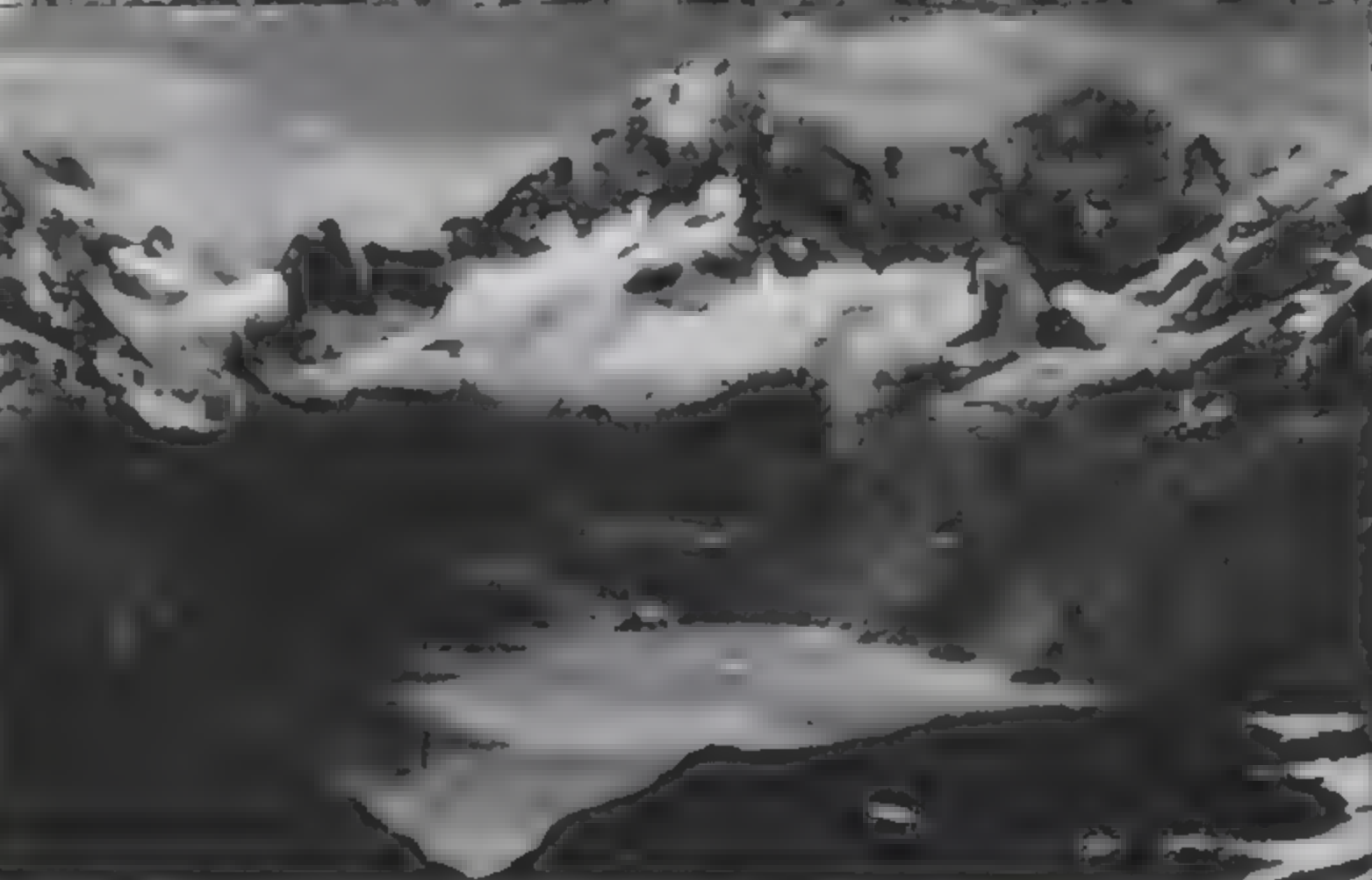
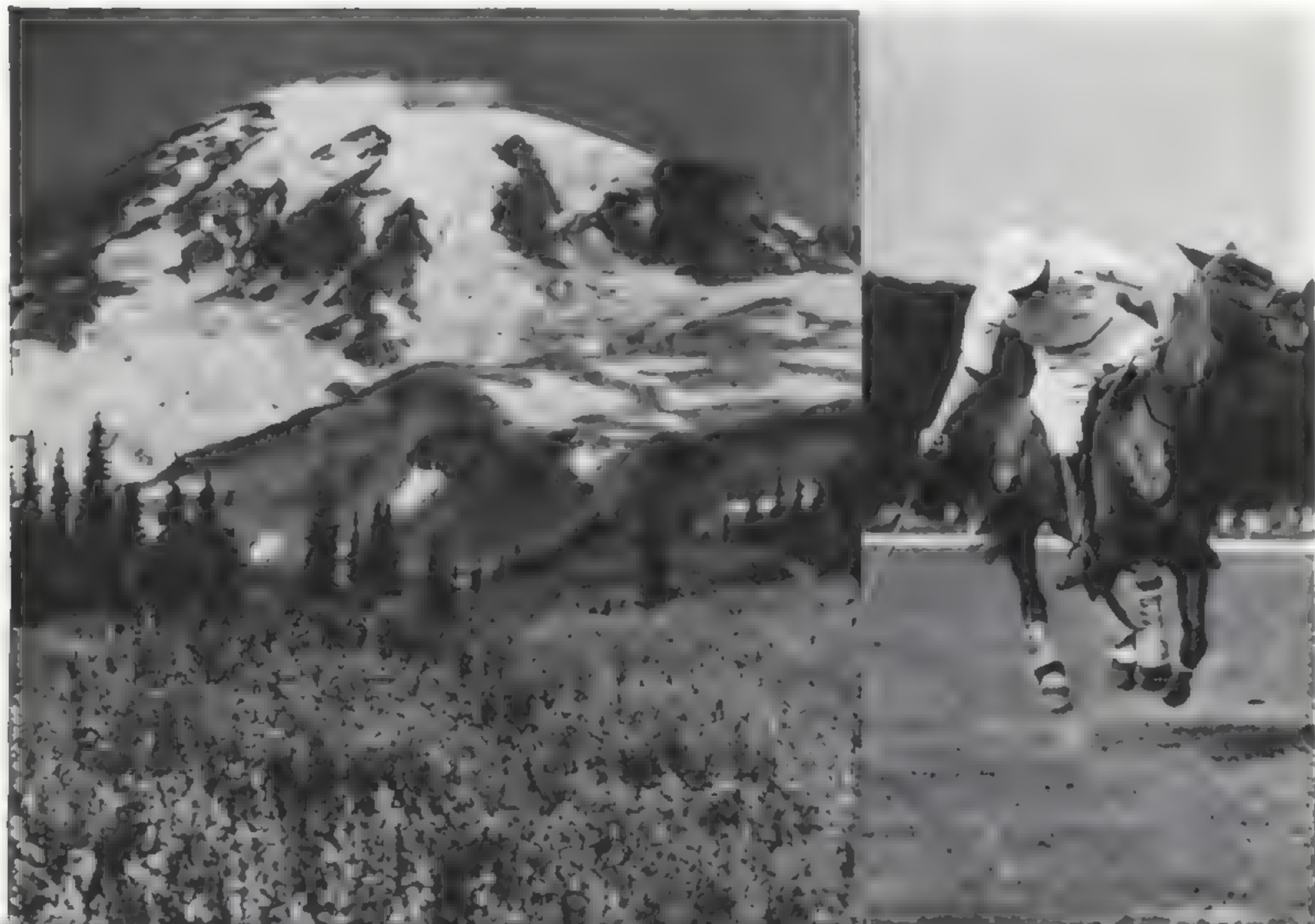


ZION-BRYCE SPLENDOR • DUDE-RANCH FISHING

a long climb up through avalanche lilies; the magnificent pack-trips in the Glacier Park country up behind the Prince of Wales Hotel; spending nights in hunting and fishing cabins, returning every few days to the hotels of the region, which look like little Swiss chalets, along the lakes. Triple-starred are Bradford Brinton's Ranch, the polo at Big Horn, the Moncrieffs, the Wallops. Quadruple-starred are the fantastic red needles of Zion and Bryce Canyon turning purple in the sunset and the Grand Canyon itself with the ride down from the rim into the valley to Phantom Ranch.

The train crosses the Sierra Nevada (altitude 7020 feet) and descends suddenly into California. Fashionable-looking people are now very numerous, attracted there by the gay life of Santa Barbara and the coast resorts, by the Hearsts' Ranch, by Agua Caliente in Mexico, by Hollywood enormously changed and sobered (fine view of Gary Cooper, altitude 6 ft. 2½ in.), and the Olympic Games, which are being held for the first time in history in America, from July 30 to August 14.

And here, let us step back for a moment to actual facts as recorded in the actual *Baedeker*—"Reno, Nevada," it reads, "a busy town with . . . inhabitants, with a state university, flour-mills, and smelters. It is also a junction."



RAINIER FLORA AND WINTER SPORTS • WYOMING POLO • ALASKAN SCENERY • ADOBE COLOUR • CALIFORNIA GAMES



HUYNINGEN-HUENÉ, PARIS

GERMAINE LECOMTE—JAY-THORPE • CALLOT SŒURS

The baroque creeps in

It's unmistakably modern, this pale blue satin dress with pink panels, "Aux Ambassadeurs," but it looks perfect against a baroque setting; posed by Mademoiselle Suzette Salen

Pale blue—reminiscent of an eighteenth-century aquatint—is a runner-up to pink at night. "Ciel d'Aujourd'hui," of chiffon, has a neck-line à la vierge and a bluebell skirt



MAGGY ROUFF—MARIA LA TOUR, NEW YORK • MIRANDE

HOYNINGEN-HUENÉ, PARIS

Delicate shades of iris, in this chiffon dress, "Bulles de savon," are played up by a rhinestone collar, while long bias panels outline the very deep back décolletage

This pale rose crêpe dress, "La Mienne," has a high Directoire bodice covered with beads and a crêpe ruching, faintly rococo, weighting the hem. Miss Agneta Fischer posed

Sugary tones and curlicues

SIDE-SHOWS OF BERLIN

As seen by him

AGAIN, I step out of a train into the cold sunshine with that feeling of excitement I always have on arriving in a strange city. I have the thrill I had when, as a child, I was taken to the circus and saw the three big rings spread out before me, with so much to see that I did not know where to look. But I now know that it is behind the scenes, outside the big tent, that the real thrills are to be found—in the “side-shows.” So I start out bargain-hunting for “side-shows” in Berlin.

An old man with a push-cart conveys our luggage, while we walk across the way, to a homely, comfortable little hotel near the station, which provides me with my first thrill—my morning coffee. The fact that the proprietor is a Viennese is, I am sure, the reason why this morning's coffee is even better than it usually is in Berlin. And, with the coffee, my breakfast tray holds a basketful of six or eight different kinds of bread, a boiled egg, jam, and fruit. The waiter calls this a *déjeuner complet*, but, compared to a French *déjeuner complet* consisting of a cup of coffee and one meager bun, it seems like a banquet.

Hurrying forth on this first morning, we do not go far before my eye is caught by the first “side-show,” the



FILMING BRIGITTE HELM OF THE GOLD EYELIDS

HOYNINGEN-HUENÉ



NEW BERLIN STAMPED ON ITS AIRPORT

Aquarium, and I don't think that anywhere the beautiful things of the sea are so well presented as in Berlin. George Huené, the Vogue photographer, and I stand spellbound before the illuminated tank where strange, exotic jelly-fish pretend they are great Japanese chrysanthemums. In another tank, we find fish that look like all our friends—very chic ones that look like Mrs. Fellowes and Madame Muñoz and others like Drian or Lifar. Everywhere about us are great numbers of children in small bands, being lectured to by older children on the marvels of sea life.

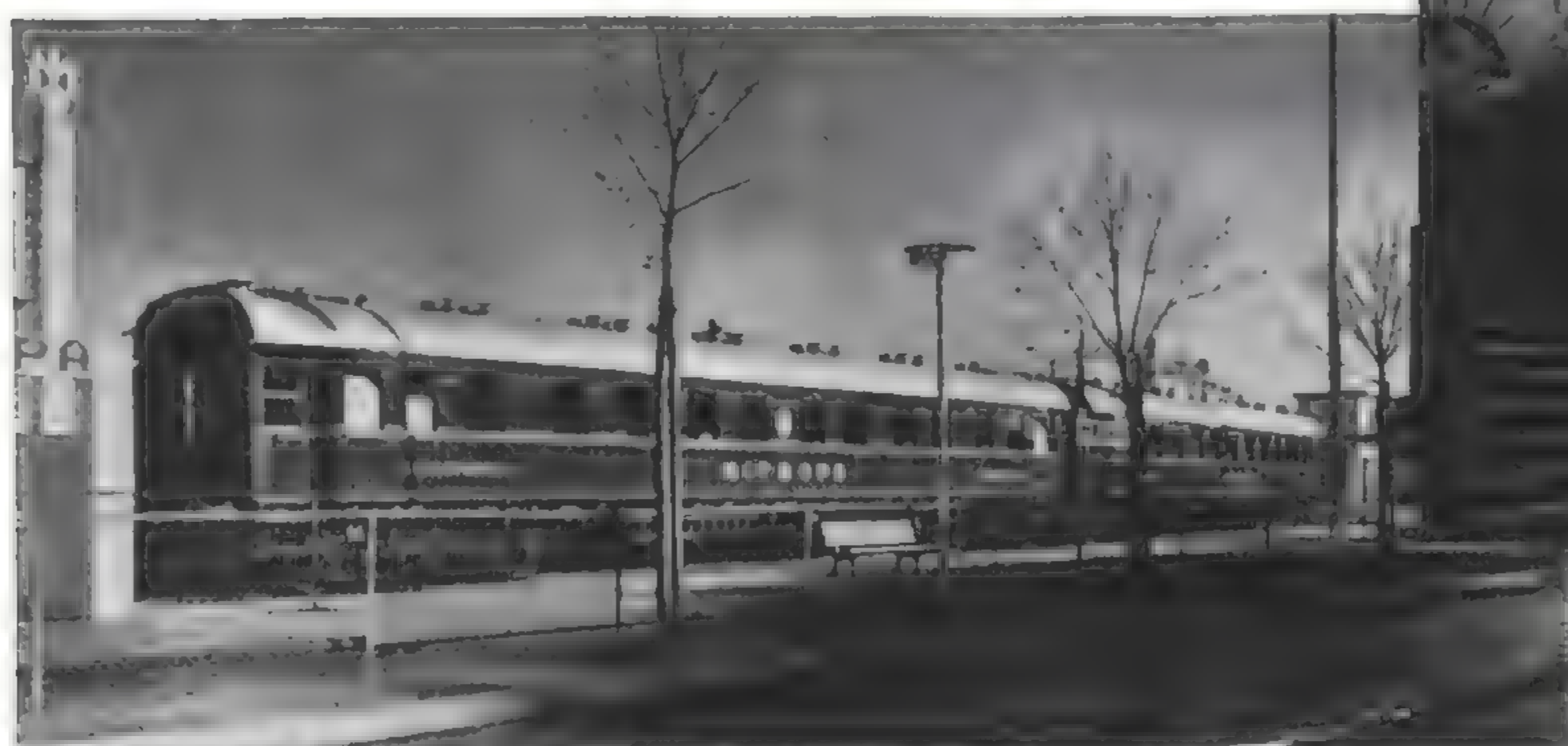
We now go to see the new wing of the Deutsche Museum, where we encounter more young people, always in the charge of youths only slightly older than themselves, who are explaining things so intelligently that we become fascinated listeners. Compared to the new wing of the Deutsche Museum, most of the famous museums of Europe seem more like dusty auction rooms than temples of art, so much less skilfully are their treasures presented.

Habit being strong, we go off to lunch at Horcher, one of the two smartest restaurants in Berlin (the other being Peltzer). And, although we have a very good lunch, I have not come to Berlin to sit alone in an empty restaurant. I want to see life and excitement. Gaiety and amusement are to be found only in places of the people.

A typical sight to see in Berlin is the Haus Vaterland, an enormous building like a department store, in which there are restaurants of all nations: a Spanish wine-shop, a Chinese restaurant, a Mexican restaurant, and so forth. My host explains to me that this is the “big house of a little man”—in other words, where the small German fry go for a big time. This is his idea of a spree. I discover it is also mine. We choose the Rhineland restaurant—and “amusing” is hardly the word for it. It is a huge restaurant built to represent an (Continued on page 116)



HAUS VATERLAND, POPULAR SPREE



H. SCHMÖLZ

HIS HIGHNESS, THE PULLMAN



ONLY BILLBOARD LADIES ARE CHIC



MAX KRAJEWSKY

HORIZONTALISM IN A KINEMA



LUCIL EATON

PEGGY HOYT

THE WAY YOU WILL LOOK

Just to give you a more concrete idea of the "look" we prophesy is just around the corner—we publish the photograph above. The dress of sapphire-blue semi-sheer crêpe takes clear, direct, unembellished lines—making a perfect background for beauty and jewels and white violets. The bodice twists and knots in front, and the skirt is slim and circular. The neat, smooth coiffure is by Michael, Hairdresser, Inc.

LADIES used to want to look like kittens, or like long, languorous tigers; if there is any animal which to-day is the *beau idéal* for female charm, it is more likely an otter emerging wet from the stream or a chestnut horse glittering with grooming. You must be sleek; you must be scrubbed-looking; every hair must be in its perfect place, as if by predestination; your figure must be as trim and tapering as the lines of a Herreshoff yacht; nothing must be soft, nothing fuzzy or opaque; your hair must glisten, yourself glitter with health and energy.

Your clothes must have the same look. On the foundation of your figure, your dresses should take clear, beautiful lines. Your hats should *dip* down here, *up* there, or

have straight little sailor brims of an astonishing unequivocal honesty. But your hair is really the crux of the whole situation. Have it waved and curled in tight, classic ringlets. Yours should be a Tanagra head, your curls the hyacinthine locks of the Hermes of Praxiteles.

If you are a little appalled by these instructions, if you have been looking quite, quite different and don't see how you can effect a right-about-face, console yourself with the thought that woman's physique always assumes the aspect of her current ideal (think of the hour-glass silhouette, think of the boyish form). It seems to be a matter of concentration and desire. Think this way, and soon you will begin to look this way.



VIONNET—DRESS FROM SAKS-FIFTH AVENUE

CECIL BEATON

Typical of the new spirit is this outfit on Mrs. Baldwin Browne—those precise, clean brown-and-white polka-dots—that uncompromising neck-line crossing high at the throat—those swathed ribs of the foulard dress, which falls in softening folds—and, last, that crisp white peau d'ange bow accenting and lightening the rough brown straw hat

Stream-lines in dotted foulard



The COLE PORTERS' MUSIC ROOM



SONIA

- Born—as beautiful rooms often are—of a necessity, the music room in Mr. and Mrs. Cole Porter's Paris house centres on the piano, screened in straw marquetry, and the composer's work-table. Silver lacquer panels give the effect of mirrors reflecting the beech-trees in the garden
- White leather covers the sofas and chairs; the curtains are cream coloured; the only rugs are zebra skins. The musical library, bound in white parchment, is set in niches on each side of a fireplace
- At the extreme left is a detail of the lacquer walls, broken by pilasters of smoked mirror. Rateau made the plans for the room; Dunand executed the panels, and Jean-Michel Frank did the furniture

THE PENTHOUSE

of Mrs. John H. Winterbotham

FASCINATING colours have been combined in this penthouse miles above the city of Chicago. The dining-room is papered with an old green paper with a border of bright coloured flowers. In the living-room (below) the walls are white, with stripes of gold paper appliquéd thereon. The curtains are of pale lemon-yellow satin, and against them pink primroses bloom in pots. The rug is flowered and faded, and the tufted sofas and some of the chairs are done up in a hard, bright Chinese, blue. White-and-gold rococo what-nots in the corners hold an interesting collection of bright blue glass. China and glass booties abound.



HOW TO SELL EUROPE



ASSAIL him first with the tangible lure of haberdashery, not culture. Look at his old dinner-coat reflectively some evening and murmur "Hawes and Curtis" and "Only thirteen guineas." And then add, as if it had suddenly occurred to you, that it would really be much cheaper, what with the exchange and all he would save on clothes, to go to England for the summer than to stay till September on the old home porch.

Draw a picture of a house not far from London, within motoring distance of one of the "heroic" golf courses, yet near enough to town so that you could run down every once in a while for a play. Tell him that Tom, Dick, or Harry M. P. will put him up at the club; that he will be valeted as he has never been in his life; that you can get a youth from Oxford to tutor the boys; that he can run up to Scotland for the shooting in August or take the children walking in the Lake Country. Then, if you still see no flicker of interest, murmur the magic word Simpson's, and let Nature take its course.

Bring up the Atlantic Ocean, the remarkable price of it in this year of depression, the private verandas and royal suites that may be had for comparatively nothing. Harp on the seductions of the sea trip in the summer—that curious suspension of life when the mind goes so blissfully to jelly, when sunburn comes so easily, friends develop unexpectedly, and the bar steward turns out to be the same amusing character that he was when you crossed two years ago.

If he has been to war and liked it, switch over to France. But never broach the Continent without some idea of a car. A car is the greatest breaker-down of masculine sales resistance on earth. With his hand on the familiar knob of the gear shift and a few passwords of the road like "essence" mastered, he will feel that he has Europe under control.

Don't offer him Paris for too long. He won't like it. After skipping gently over

the tennis matches and the races, golf out at Saint-Cloud and the little bar on the rue Matignon where he used to stop in every day before luncheon back in '18, press on. Tempt him with Le Touquet if he is social, Saint-Jean de Luz if he is paternal, Geneva if he is political, Vichy if he is arthritical, Antibes if he is parasitical. Deposit him among the men's ties at Lanvin's while you dash across the street for a hat. Never let him feel for one instant that he will ever be left sitting in the lingerie department of the House of Vionnet leaning miserably on his new English cane.

The man is tired. Don't load him with too many plans. Let him make them himself. You can't tell about him in Europe. He may suddenly show a fondness for antiquing and go about hunting up stone figures for the garden at home. He may break out with a hobby for Irish silver skewers or little china foxes. He may stumble on the Coliseum in the moonlight and want to go back there every night, just to stand.

As with the man, so with the boy. Let him sail, if he wants to, in Tourist Third or Restricted Third with his friends. Don't expect him to be with you all summer. What he wants out of the trip is an adventure. He wants to have walked across the Pyrenees, tramped through Ireland, driven a Ford in Russia, rented a sailboat in the Greek Islands, been stranded on a canal-boat in the Loire. Having done one of all these things and run out of money, he will be delighted to return to the fold and will probably land himself and his friend at the *palazzo* in Venice or the house in Scotland or the "darling little chalet in the Interlaken valley," with a great many enthusiasms and a great deal of wash.

If the male is small, lead him behind the Guignol show on the Champs-Élysées, where very old men and very young boys trade stamps for their collections, and to the Cirque Medrano to see L'Homme Obus and the Fratellini Frères. By hook or crook, get him up some mountain and take a snap-shot of him in a rucksack to send to his best friend back home. Rent a bicycle for him in Garmisch. Get him Tyrolian pants and a skin jacket and a hat with a good-sized brush. See that he travels by plane. Take him out on the

to the American male

square in Venice at least one night when the band is playing for *gelati* or *zabaione*. Take him to the opera in Munich even if he falls asleep in the process. Let him see at least one king or queen.

You do not, unless you are especially interested in art, crave to wander through the Metropolitan Museum every day in the heat of summer. There is no reason why any normally intelligent and attractive American business man would crave to do so in the Pitti Palace. Don't expect it. Leave him sitting uncoerced at a café in the shade with his Panama hat on the chair beside him. When you meet him at luncheon, you may find that he has been into several churches on his own, picked up some very amusing gossip about Italian politics from the waiter, and ordered his English shoes copied by one of those wonderful little cobblers on a side street. If he likes to discuss the fate of the world, he may be able to arrange an interview with Mussolini (all men love interviews with Mussolini) and, if he evinces yearnings for the sea, transport him to Venice or Rapallo or to Forte di Marmo or to Brioni for the most marvellous swimming in the world.

Germany is easy to sell. To begin with, the language comes naturally to a man. He can say *Schloss*, *Luftbahn*, *Hofbrauhaus* and *ein grosse dunkel* without embarrassment. The efficiency of the country is a continual balm to his soul. And he will take to collecting time-tables and planning trips, just for the fun of seeing them actually work out according to schedule. He flies to Budapest entranced by the speed of it. He can imagine himself without much difficulty in the easy-going Bohemian life of Munich or Salzburg, where no one has to dress for dinner and no one makes any plans. The Deutsches Museums will keep him happy for days. Hold out to him the flying fields, shooting in the Austrian Tyrol, a blue linen coat, a hat with a brush from the beard of a chamois, a little music, and a little beer.

Then, if he still dares to resist and hold out against the project without reasonable argument, tell him he is a viper and a Babbitt. Any state in the Union will give it to you on mental cruelty.



CHANEL—BENDEL

STEICHEN

This is the way we shall look in late afternoon as spring drifts into summer. This is the hat that abets the glamour—enormous, of rough straw, and bowed down under a great flower. And this is the dress that typifies the hour—of chiffon, cooled off with white dots, longish, shirred deliciously. For your own good, look twice at this

The afternoon of a New Yorker



COURTESY I. T. A.

KYLEMORE CASTLE, IN GALWAY

CASTLES in IRISH AIR

By Pamela Hinkson

FROM the moment when you step off the boat from England at Kingstown, now officially called Dun Laoghaire, you will embark upon a gay adventure. All life, even the most prosaic shopping, is an adventure in Ireland, as you will learn when you go in and out of shops in Dublin, where they are so unwilling to sell you anything, but where, apart from the danger of your buying, your coming seems to have conferred a happiness that is certainly flattering. You can not help feeling pleased with yourself and with life after a day spent among such charming non-salesmen and women. The adventure that life is in Ireland is shot through with tears and laughter, and one only remembers the laughter afterwards, as one only remembers the softness of the rain and the sunshine.

At this moment the sun is shining on all the little townships along the Dublin coast, which you see as the boat brings you into the bay, catching the reflection of the windows and climbing with them up the lower slopes of the hills, making something as lovely as you could find

in Italy. They have kept the Italian illusion about Killiney Bay, which lies south from Dublin, with white houses, green shuttered, set amidst tall eucalyptus-trees, their leaves silver-grey against the darker pines. The dawn coming—perhaps you may approach Ireland on a winter morning—turns the waters of the bay to pink, merging in pale grey, and the country climbing hill upon hill to the west will come out of mists of blue and grey to be green against a blue background. This is the face that Ireland turns to you.

You may, when you have done with the Customs, breakfast in Dublin at a hotel where your coming seems to have conferred a personal pleasure on the waiter, while obviously it has astonished him. (His manner suggests that it's grand you've come, but sure he never hoped for it at all, and you find it hard to believe that he never really saw you before and that he will be as much taken by surprise by the next visitor.)

He recovers from his surprise and delight to serve you with a breakfast that is almost as good as the one you would get in Scotland. And so across Dublin, made clean and tidy by the French whom the Irish Government brought in to clean the streets, and, by train or car, you turn west or southwest into the real Ireland, which the coast with its English and Italian influence had not in any way prepared you for.

Something has met you at Kingstown (or at Dun Laoghaire, since it is characteristic (Continued on page 96)



THE CASTLE OF BALLINAHINCH, IN CONNEMARA

COURTESY I. T. A.



All around Dublin and deep in greenest Ireland, where the hunting is the best on earth, splendid castles and old greystone houses with bright red window-shades are going for songs. Kylemore Castle, on the opposite page, is one of these enchanting romantic bargains

Ballinahinch belongs to Jam Sahib of Nawanagar Ranjitsinghi. Browne's Hill is a typical Irish Georgian house. Glengariff Castle has been purchased by an American. Lucan House, belonging to Mr. Charles O'Connor, was originally the home of Patrick Sarsfield



GLENGARIFF CASTLE • (ABOVE) BROWNE'S HILL, CARLOW



KILCRONEY, NEAR DUBLIN



LUCAN HOUSE



GOUPY • SCHIAPARELLI • D'AHETZE—THREE MODELS FROM SAKS-FIFTH AVENUE

The clean lure of cotton clothes

Crochet mesh knowingly combines with blue linen in the blouse of this ingenious two-piece dress. Chanel's jersey beret with the white piqué bow is from Bendel

The back of this delightfully childish linen apron dress is held together by flat pink enamel clips. The Descat hat of paper panama comes from Bendel

You can wear a separate jacket of jacquard piqué innumerable times in the summer with either a dark linen skirt like this or any of your light tennis dresses



LYOLÈNE—BEST • VERA BOREA—LORD AND TAYLOR • SCHIAPARELLI—BEST • CHANEL—FRANKLIN SIMON

There is even a linen tweed

Up and down most of the time, but round and round to give a shirt-bosom front and a high ribbed waist effect go the stripes on this gay linen dress

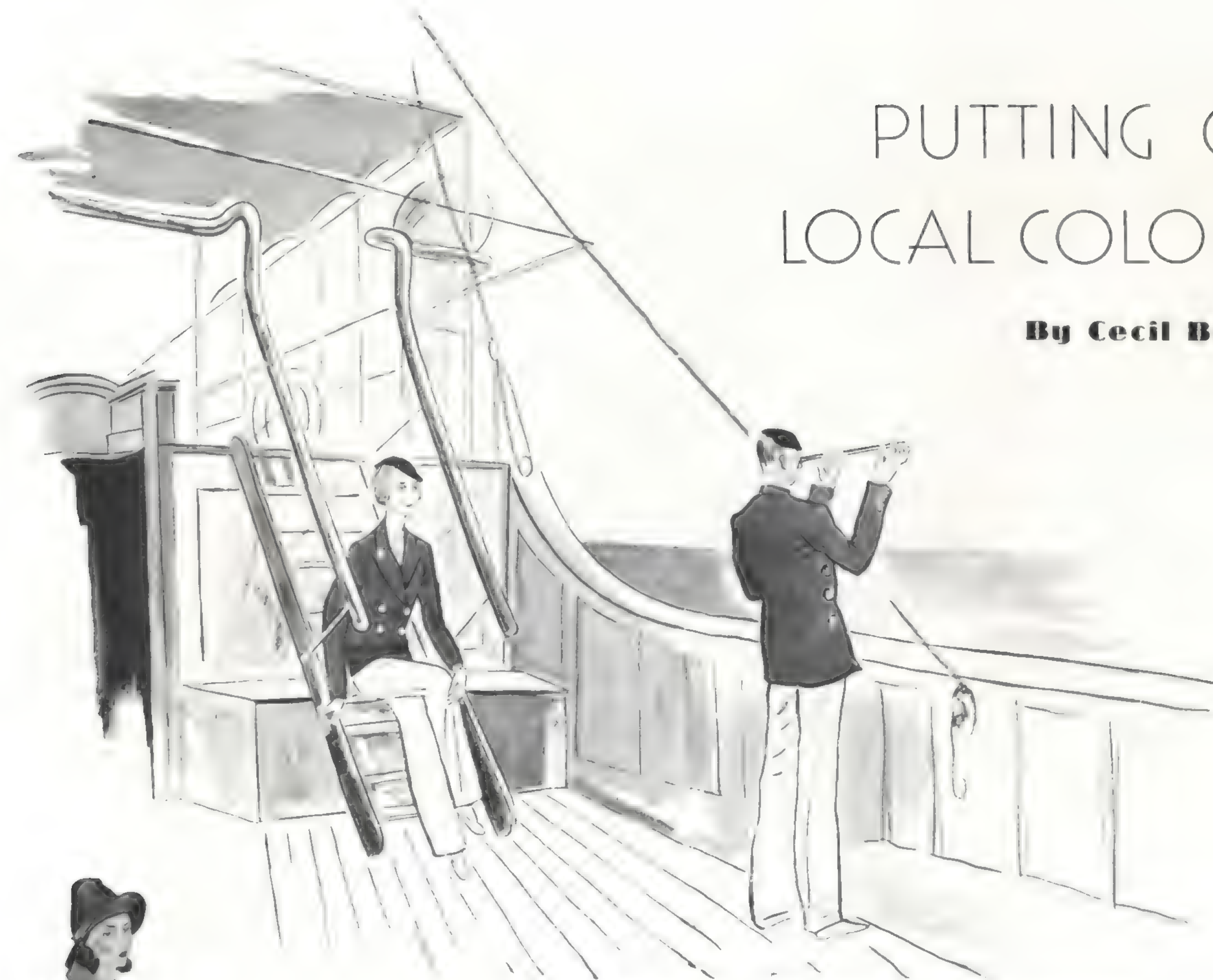
You can't see it here, but this tennis dress of briella has a V sun back so deep it ends in the belt. And note the alluring epaulet shoulder arrangements

Tweed linen is a happy idea. Here it makes a perfect summer sports coat with a good broad look about the shoulders and a mannish little turn-down collar

Have a variety of shirts and skirts and be clever about combining them. The skirt, above, is of wool tweed, and the red shirt is made of a cotton broadcloth

PUTTING ON LOCAL COLOUR

By Cecil Beaton



MISS BEATRICE PATTERSON STEALS A REEFER FROM THE CREW



PRINCESS OBOLENSKY,
IN A TYROLIAN JERKIN

WHO said that it was lovely to travel, because it made you feel so glad to be home again? There is certainly a great excitement in returning from abroad and unpacking the booty and spoils gained upon your journeys. The thrill is still as great now as it was in the nursery

when, before the War, father used to unpack caviar from Russia, marzipan in small pink and blue enamel boxes that might have come in useful, but never did, from Denmark and Sweden, gramophone records and ingenious gadgets from America; or when mother returned from Paris with trunks bursting with artificial flowers, veils, hats trimmed with aigrettes, and marrons glacés.

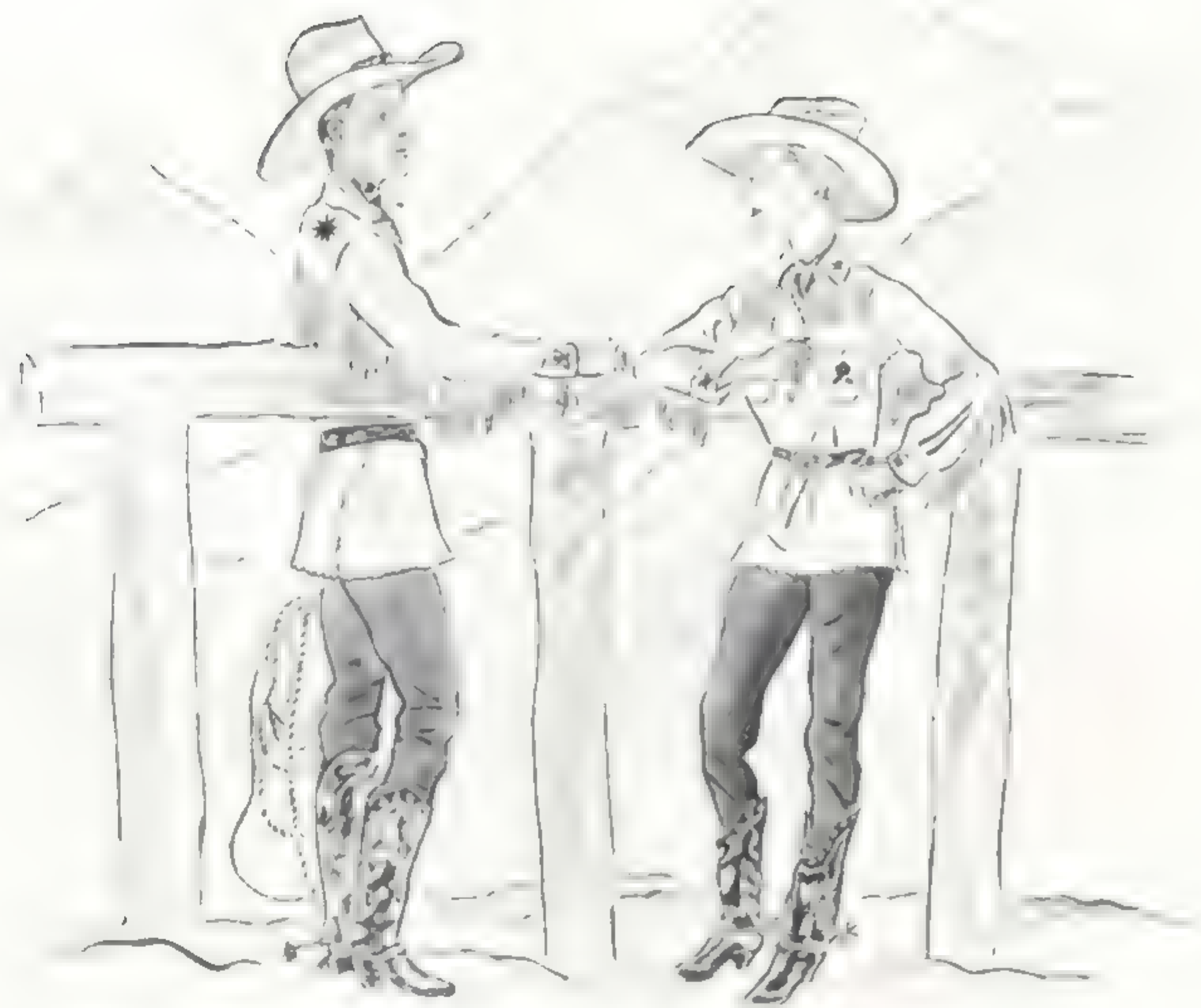
Now this international passion for souvenir-collecting has veered into a purely sartorial channel. Trunks open upon motley garments collected from various parts of the earth, upon bits of peasant costume, silly hats, funny pants bought in village stores. Women who dress cleverly with chic individuality and who wish to evolve something new and original for their sports clothes have turned back to native costumes for their inspiration. And the result is the spirit of fancy dress brought to the light of day.

Let us make a trip and a collection on the way. It is summer. We join the yacht at Cannes. Jermyn Street in London has displayed suggestions for the clothes that you should wear on the Riviera, but they did not compare with the untold attractions exhibited in every other shop along the rue d'Antibes. Here are openwork net vests for men, the coolest possible garment, at the same time allowing the sun to penetrate the pores of the skin. Here is an infinite variety of sailor jackets, sweaters, berets, and espadrilles, all bearing the imprint and personality of the town, and suitable for men and women alike. They are the common denominator of dress perfection for these parts. We coast along to Saint-Tropez, where the old fisher ladies, when gathering the spiky pink fish for the bouillabaisse, wear enormous Ascot hats of straw and red handkerchiefs ingeniously knotted about their shoulders in such a way as to expose to the sunlight as much of their bodies as is decent. The men wear a variety of canvas trousers, in rust or cobalt-blue, and their cotton vests are boldly striped red-and-white or patterned in geometrical design as if invented by Picasso.

Along the *quai* at Saint-Tropez are the little shops that originally catered to these Basque fisherfolk, but have now proved to influence the world of fashion, for from here originated the little shepherdess hats trimmed with im-



MORAY TWEED ON THE COUNTESS OF MORAY IN SCOTLAND



MISS HOPE WILLIAMS—CHIC BY THE CODY GENERAL STORE



MRS. JOHN C. O. MARRIOTT, HANDKERCHIEFED LIKE A FISHWOMAN

pertinent bows and bouquets of oddly assorted flowers. Made of paper, they are the jauntiest things, and Madame Schiaparelli has undoubtedly been inspired by the woollen suits in one of these little two-room stores.

When the yachts pull in, there is a feverish pitch of excitement in these shops, and even the best friends fight in their endeavour to be the first to make their choice of the infinite variety of grotesque hats—some enormous and like a Chinese mandarin's, others nothing but berets or knitted caps as small as the Pope's birettas—and ten thousand brands of sailor suits. Here are mounds of stiff cotton handkerchiefs, softly pliable as soon as washed, vividly patterned, and smelling their sweet peppery smell, which mingles with the well-known odours of pungent rope-soled shoes and dried string netting. The sailor clothes and the sweaters are almost indistinguishable from stage sailor costumes, and there are, of course, wiry flannel pants that are to be found in the storerooms of fancy-dress costumiers intended for any man who wishes to become a pirate for an evening.

Further along the coast at Toulon, you will find a completely new assignment of clothes made on much the same order, but in different designs. The caps are even gayer and smaller. There are the belts with elaborate, intricately wrought nickel clasps, (Continued on page 103)



MRS. CARSTAIRS, MRS. McADOO IN SALZKAMMERGUT LOOT



REDFERN—MRS. FRANKLIN, INC. • SCHIAPARELLI—FORTNUM AND MASON • LANVIN SPORT

These are good to motor in

On the girl at the wheel, a coat that you can yank easily over a suit or dress. It's "Hispano," of diagonal wool, with kimono sleeves and chic scarf. Rose Descat's sailor

Bright dark blue—not navy-blue—is the thing for the country—like in this rough tweed coat, "1111." Notice the folds on the armholes and the collapsible straw beret

A good wool tailored suit can go into the country with the same aplomb as in town. The news about this one, "Poum," is the lattice stitching. Nice crocheted straw beret

COATS IN THE HALL CLOSET

BY its hall closet may ye know the house; if there are children, it will be jammed full of galoshes, cumbersome and discarded toys, and, perhaps, even an old sled pushed far back. But the more usual closet under the stairs, the hall closet of adults, is a wonderful place, filled with magnificent and ageless ulsters, tweed coats for motoring, and pedigreed Burberrys. And, although the contents of the hall closet represent the surplus and extra garments of the family's wardrobe, much as a big stable-garage will have, behind the much-used town car and station-wagon, a sleigh and a two-wheeled dog-cart, this analogy holds water in that those Burberrys and that dog-cart have a special chic, a sort of racy, "county" quality.

Also, they show the sporting nature of the family they belong to. For instance, there will be a great, enormous tweed coat, perhaps fur-lined, perhaps not, which the entire family uses for everything. Originally made in London, it is the kind of thing to wear over riding-clothes to a meet of hounds or for a sixty-mile drive in the country. And, then, there will be rain-coats. One is bound to be the classic and eternal putty coloured trench-coat, preferably a Peck and Peck, for the great cachet of the name in the back of the neck. Every female member of the family goes for this garment when it rains, strapping tight around the waist in the approved Garbo tradition.

Then, there will be a newer white rubber rain-coat, one of the French ones that

are really dressmaker, thin and tailored and giving you a divine figure. Perhaps, there will be a rubber riding-coat, like the kind Busvine makes, high about your neck and chin and cut full and flaring to lie along the horse's back. Undoubtedly, one of the younger members of the family will have contributed one of the unbeatable and eternal Jaeger polo coats to this family collection.

And then there will be umbrellas. They will be the long, smart kind, about thirty-three inches, slender and tightly rolled, made of English silk, brown or dark blue, with manly, crooked handles of lizard, sharkskin, Malacca, or some such sporty material. And rubbers. Brown rubbers and white rubbers will be favourites among these. And huge blue woollen mufflers of the Englishman's variety, and green leather leashes for dogs. And fur-lined carriage-boots for the frail. And great red or brown or plaid blankets to take to race-meets. And a marvellous coat of otters. And, hanging on the same hook, for no particular reason, a dirty old pair of white duck trousers.



LÉDA—MARIA LA TOUR, NEW YORK • SCHIAPARELLI

White rain-coats

• We've had the white rain-coat before—but the news about the white rain-coat this spring is the way it is handled—the touch of the couture it shows. You see what we mean in "Parapluie," above, left, with its loose back and snug shoulders. It's of fine drape de soie. Reboux's canotier, "Gamin," is of navy felt; Bergdorf Goodman

• Another of these smart new rain-coats—seen whenever Paris gathers at the races or the tennis cups—is shown above, right. It's "1127," of heavy, washable crêpon de soie. It's very young, very smart, and has charming couture detail. Maria Guy's straw-jersey toque, in a gay poppy-red, is just the right accent. Bendel has this hat, called "Moineau"



JEAN PATOU MODELS FROM JAY THORPE

Patou covers the summer situation

The new stunt is to wear a beach dress instead of pyjamas, and here on the lady at the table is one of the best, "17"—of white wool crêpe with an astonishing sun-back

When leaving the beach, you put a sleeveless gilet of bright red tricot over the sun-bathing dress, as you see above, left, and you have something that is smart for the country

No summer wardrobe is one hundred per cent. without a white suit. You couldn't do better than this, "54," of toile de laine for resort or town wear in Latin countries

Prints are life-savers for touring in hot countries and look new when combined with sheer wool, as here. This ensemble, "11," is of green-and-white tussur and green wool crêpe

Almost the coolest thing on earth is the all-print silk suit, even with the built-up neck-line, as in this dress and unlined jacket, "No. 57," which is in navy-blue and white



PATOU MODELS—THE FOURTH FROM HATTIE CARNEGIE

A wardrobe for June to October

To travel in, a greyish black-and-white tweed mixture makes a superb ensemble, "29." A tailored crêpe blouse and nice pockets on skirt and coat are points to appreciate

Invaluable in any town or country wardrobe is this short jacket and two-piece dress, "50," of ribbed navy-blue jersey. A bright note is a scarf in yellow, navy, and orange

Good for boating, tennis, and the country, "Canoe Club" is a dress of light-weight white wool crêpe and a cardigan of blue tricot. The tussur scarf is in red, white, and blue

A navy-blue flannel suit is something you can't be without around yachts. "No. 22" has a brass-buttoned jacket and a white crêpe blouse. The scarf is gay; the cloche, navy



FANTASMAGORIA OF THE CURRENT EXTRAVAGANZA, "OF THEE I SING"

MAY 15, 1932

SEEN ON THE STAGE

By David Carb

UNLESS all signs deceive, the actor is again becoming the dominant force in our theatre. Already one hears people everywhere say they wish to see Katharine Cornell, the Lunts, Leslie Howard. They do not mention the name of the play. Players once more have definite "draws"; playwrights—with one possible exception, George Kaufman—, managers, play-houses have none. Not so long ago, people went to the Plymouth Theatre to see an Arthur Hopkins production, to the Belasco Theatre, to a or any Ziegfeld show or Theatre Guild presentation; they no longer do that.

This is not a new observation. Every intelligent person who is interested in the theatre has doubtless remarked it. But its significance is so great that comment upon it, even if repetitious, can not be malapropos. For, although the theatre is and must always be a collaborative art, the emphasis will be radically altered. The playwright will cease writing for the manager and will write directly for the actor. And that means that the greatest obstacle to his development will vanish. He will not be writing into a vacuum, spending weeks, months, a year maybe devising something that must please some one who seldom sees beyond Broadway and what is successful there at the moment. He can consult the player about his idea, his approach, and his play as it is conceived and progresses. If the actor is enthusiastic, he has an assured production before the first word has been set on paper or the theme more than vaguely outlined; if there is no interest, he can drop the project before he has wasted his time and hopes upon it.

For another outcome of this change will undoubtedly be the emergence, after a generation of specialization that separated the two, of the actor-manager. Eva (Continued on page 100)

- Vogue's photographer, armed with a night camera, took these kaleidoscopic views from out front during the actual performances
- "Of Thee I Sing," on the opposite page, is the ironic Kaufman-Ryskind-Gershwin musical comedy that pokes acid fun at every phase of our government, from presidential campaigning to the august gods of the Supreme Court. It stars Lois Moran, William Gaxton, Victor Moore, and Grace Brinkley
- "The Warrior's Husband" is a sort of Lysistrata theme in reverse, with Irby Marshal, Romney Brent, Katharine Hepburn, and Colin Keith-Johnston



STREAM OF CONSCIOUSNESS OF "THE WARRIOR'S HUSBAND"

VOGUE'S GALLERY of FASHIONS

• Seven out of eight of these women—count them yourself—are wearing scarfs. That should impress on you how important scarfs are. Miss Angelica Welldon's grey suit—a smart one from MacVeady's—becomes a masterpiece when the blue-and-white dotted scarf is added. Another stroke of genius is her blue envelope bag—for the smartest bags, this year, point up the colour of your scarf or some other accessory.

• Only one lady here—the eighth—happens to be wearing silver fox, but go into any smart restaurant at lunch, and you'll see a deluge of it. On this beige wool Gervais suit, it forms a lei and cuffs, but there is a great hankering also for short capes of two silver fox skins, tied to you with black satin ties. H. Jaekel and Sons do these capes to perfection, and those who have them switch them from day dress to evening dress or semi-demi dress with great success.

• The hat of the hour has a whiff of white on it . . . the hat being blue or black. Look at Mrs. Taylor Scott Hardin's, for instance; from Yvonne Ganne. This touch of white brings back white gloves. As for shape, it's a draw between turbans and brimmed hats that approach the sailor.

• We beg you to pause at the snap of the lady with a dog, chiefly because of that far-famed colour combination—brown and grey. It's Schiaparelli's ensemble from Chez Ninon—grey wool coat, grey silk dress, and brown wool vest over the dress.

• Speaking of dogs—the canine that is the smartest right now is the French poodle—black, brown, or silver—known in bygone years as "Caniche." They lend themselves to nice names, these poodles. One lively lady named hers Christophe, his woolly black mop having awakened a memory of that old song, "*Christophe, Christophe, dans son petit habit de stoff.*"

• At luncheon, you hear a lot of talk about the new artificial eyelashes. Three out of five women say that, if vaseline fails, they are going to put them on, some night, when they want to be particularly dazzling.



COUNTESS EDITH DI ZOPPOLA



MRS. RAYMOND IVES



MRS. PHILIP DICKSON

- Stepping out of her Cadillac is Countess Edith di Zoppola in Patou's brown suit; Chez Ninon
- Mrs. Ives brightens Vionnet's black wool dress and jacket with a green-and-white scarf; MacVeady
- Mrs. Dickson's black wool coat-dress with its striped scarf shows Schiaparelli's genius; from Gervais

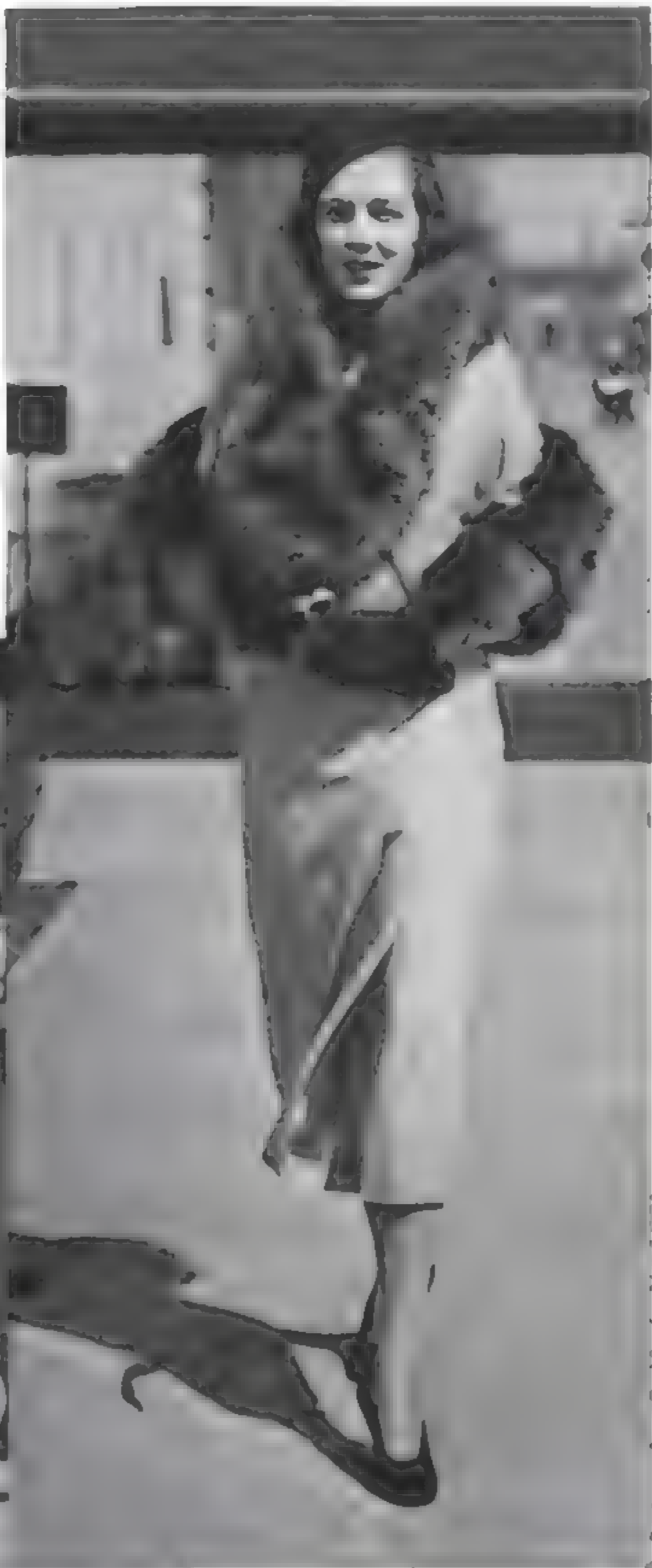


MRS. ROBERT H. McADOO



MISS ANGELICA WELLDON

- Mrs. McAdoo's beige sailor is perfect with the Chanel beige coat, white-revered; Chez Ninon
- Miss Welldon wears Augustabernard's grey wool suit with a blue-and-white scarf and blouse and grey felt sailor; MacVeady
- Miss Mary Taylor chose Schiaparelli's grey ensemble touched up with brown; from Chez Ninon
- Mrs. Taylor Scott Hardin, whose clever book, "The Young Die Good," has just appeared, wears a blue suit; Chez Ninon
- Silver fox trims Mrs. Cushing's beige Molyneux coat; Gervais

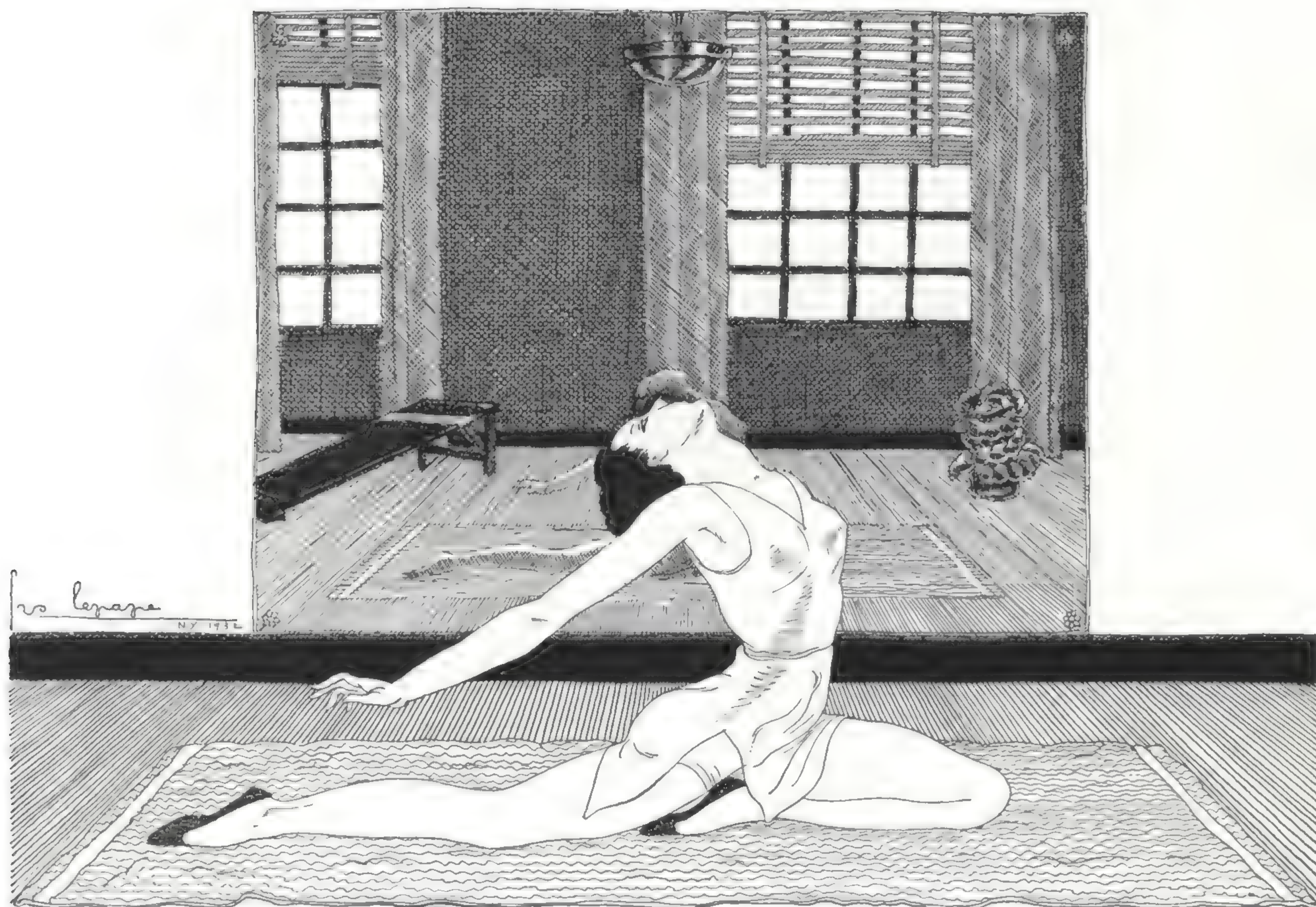


MRS. HOWARD G. CUSHING



MISS MARY TAYLOR

MRS. TAYLOR SCOTT HARDIN



RHYTHM

The GOSPELS OF BEAUTY

Number ten: The light fantastic hip



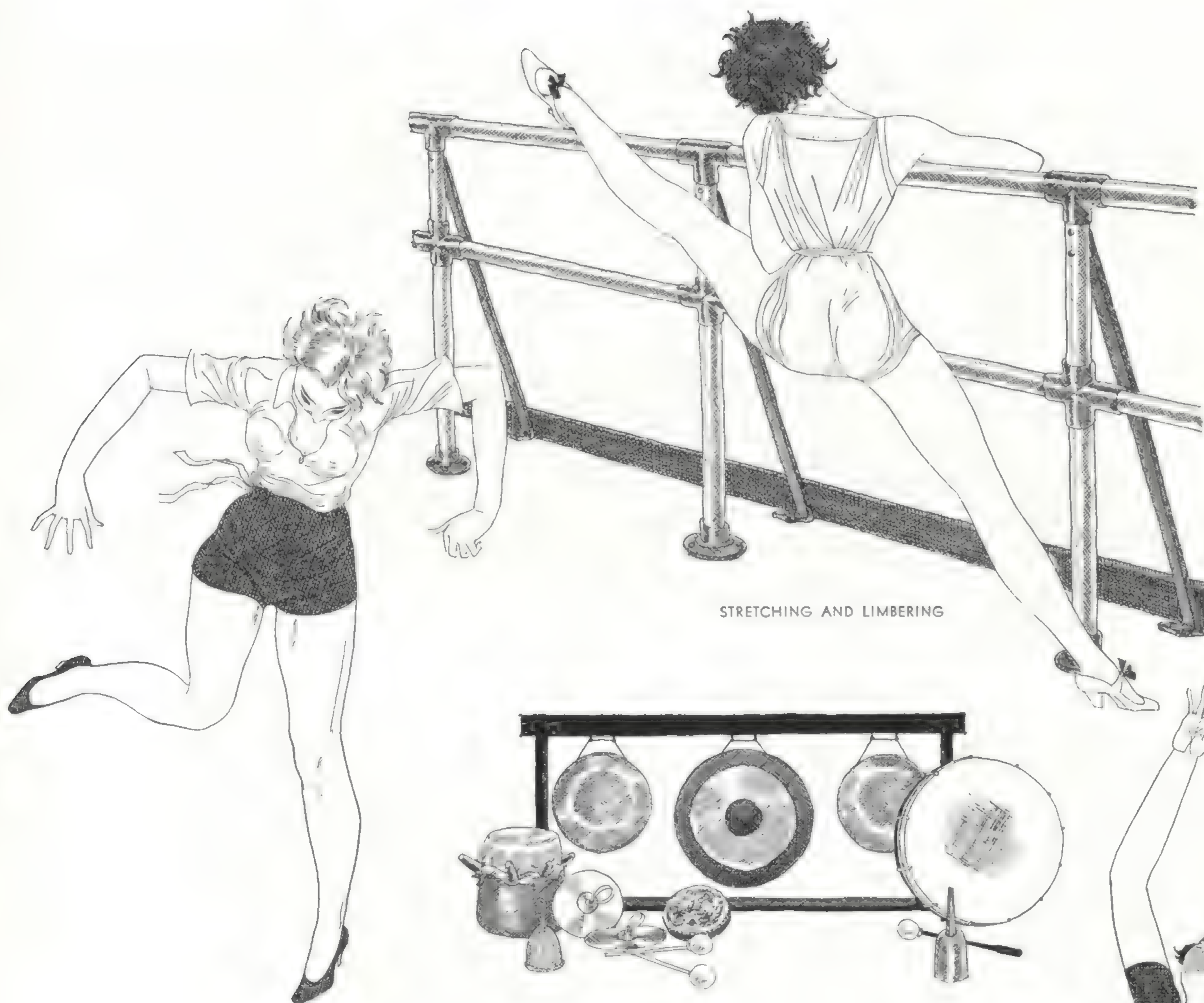
WHEN we "studied dancing" in the old days, we were pretty serious about it. Dancing-school, per se, was something else again. We were all sent there, equipped with slipper bags, to lay the foundations of our social careers. But, in aesthetic dancing, even if you never acquired more than a strictly amateur standing, your intent was serious—to do "exhibition dancing"; to teach; perhaps, if ambition soared high, to go on the stage. Certainly, the spirit never moved us in this direction except in our younger years. If there were grown-up classes, they were for unravelling the intricacies of the one-step and the fox-trot, and the idea of our mothers taking up dancing in any other way would have been either funny or embarrassing.

In this, our day, dancing has come into its own in a big way. Outstanding recitals are as important as big first nights. The world will fight to the death over conflicting opinions on the newest cult. There are magazines and schools and critical careers devoted to the dance. But what is much more important than any of this to you and you and you is that, in this modern dance, women in search of beauty have found an inspiring and a sure way of keeping figures lithe and young and beautiful. And, it doesn't make any difference whether you are three or sixty-three. Unless there is something organically wrong with you, dancing will do marvellous things for your figure and your general well-being. For, with scarf-waving and pirouetting gone into the discard, the best of modern dancing is based on anatomical knowledge. It leads your body into nat-

ural rhythm. And, ladies, it takes off the pounds in the places they should be taken off, because it is only unexercised muscles that can become fat and flabby.

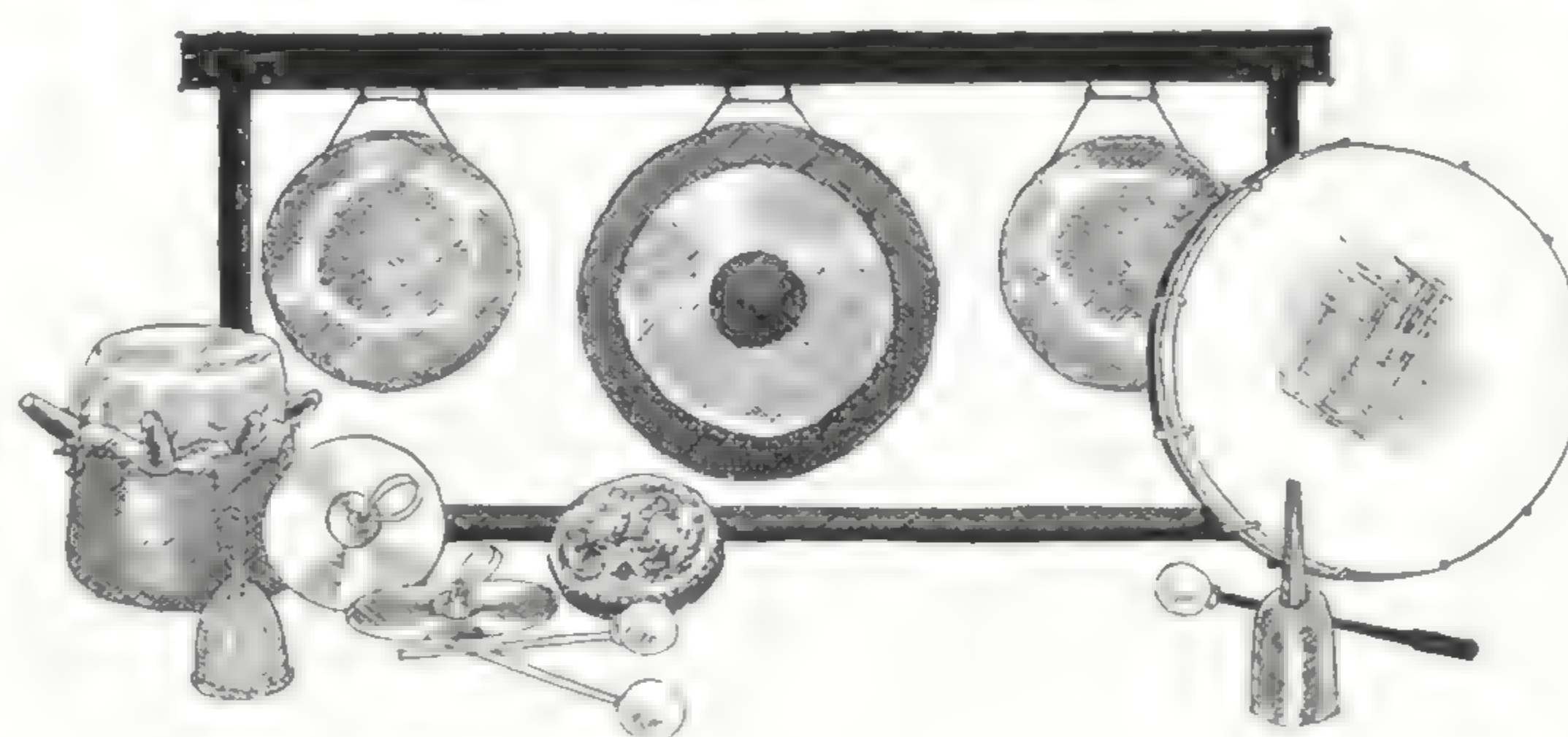
The way our bodies react to exercise in dancing forms is an amazing thing in and of itself. It seems that we all have an inherent urge to dance. Even if you don't recognize it as exactly that when you begin (especially if you catch an unexpected glimpse of yourself during your novitiate period), you increase in grace and liveness, practically in spite of yourself. And women are beginning to realize all this for themselves and, at any age they happen to be when the spirit moves them, start to dance with no more serious aim than the worthy one of a little self-beautification.

Suppose you are a lady, young or old, who is feeling somewhat stiffish, say, or the scales register a few pounds too



STRETCHING AND LIMBERING

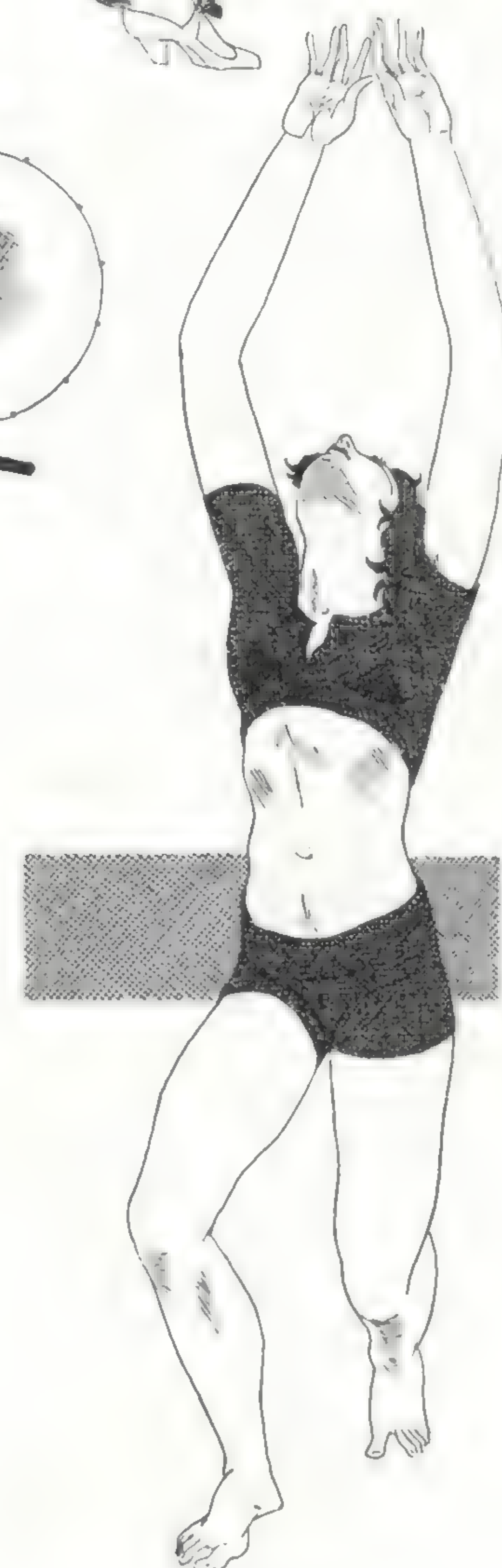
THE AGILE TAP



many, or you feel you could stand a little rejuvenation in general. Suppose you turn to rhythmic dancing as your salvation. In one salon in New York—and one that is probably the most beautiful in the country—what you really get is corrective exercises wrapped up in the sugar coating of dance rhythms. Everything you do is a corrective exercise, adapted to your own needs, worked out for correcting your posture and your figure—but you think it is dancing, and you like it. You lie on a gold satin mat and, under the directions of a 1932 Venus, climb up the wall and do other stunts as preliminary groundwork, and even your rhythmic exercises are really directed for correcting such discrepancies as lordosis and kyphosis, which are sway-back and stooping shoulders to you. In actuality, this is an evolution of hospital correctives into dancing, and every instructor has

a degree in physical education and two years' experience in teaching correctives. Physicians recognize its soundness and send patients here by the score. It sounds a little grim, offhand, but don't be misled, for it is the pleasantest approach to grace you can imagine, and you become so enchanted with what you are doing that you entirely forget how good it is for you. Even the tap dancing here is corrective, because you can't go through your routine until you have correct posture. Lots of children come here for tap, and they are so keen on getting it absolutely right that they don't even know they are being corrected, whereas posture exercises at school leave them cold and bored.

Perhaps it's limbering and stretching you are going in for. If so, you buy yourself a blue romper suit and go to a place where you can (Continued on page 94)



EXPRESSIONISM

From Tiffany & Co.'s array of beautiful glasses comes this quintette, comprising the traditional beauty of old design and the exquisite grace of new. Left to right: Lalique, etched stem; three reproductions, traditional designs by Val St. Lambert; Baccarat, square stem

At dinner, the smart hostess gives you a choice between Martinis and tomato-juice, and both appear with equal glory in these Lalique glasses from Tiffany & Co. The canapés, which complement both cocktails, appear on modern Minton plates, passed on silver trays from Tiffany & Co.



I SAY IT'S TOMATO-JUICE

For the hostess



TOMATO-JUICE is one of those things that has come up in the smart world by the back door, so to speak. It started by being good for us—vitamins and such, enough to damn it as dull at the start. Then, it was good for a hang-over, a worthy purpose, though not exactly smart. But, when ladies began to realize what alcohol was doing for—or against—their figures, tomato-juice cocktails began to circulate before smart lunch parties, and soon these ladies would have nothing else. Now, tomato-juice cocktails are present before the smartest dinner-parties in New York, arm in arm with Martinis, served with the same distinction and made with the same fine care for detail. And, often the tomato-juice is snatched up while the Martini is left languishing on the tray. Perhaps this is because there are those who still feel that an alcoholic cocktail dulls the palate for fine wines to come. Perhaps there are those who have been burned at the fire and know that at least there is no gamble on what tomato-juice will do to them. Or, perhaps, it is just that people like it, which certainly is reason enough in itself, for never was there anything more supremely refreshing than this ruby coloured liquid that now fills so many of our cups that cheer.

Anyway, here it is, not only good, and good for us, but supremely good form, and the smart hostess has taken it to her heart and never lets it appear except in its most superb guise. This means that it is ice-cold, not merely chilled, but shaken in a shaker with ice in the butler's

pantry, just before it is poured out and passed around, and that it is flavoured to bring out every bit of its zest. That may mean a dash of lemon to one, and celery salt to another. Often, connoisseurs have followed a supreme cocktail to its source only to find that it consisted solely of clear tomato-juice with a dash of salt and lemon, and, in the end, most true lovers of the drink favour simplified seasonings. There are those, however, who think that Worcestershire sauce gives the *sine qua non*; others uphold tabasco, while a third section demands both every time. The thing is to get excellent tomato-juice, have it ice-cold, and then add your own fillip to it—which, in a word, is the essence of what a successful hostess does in every phase of her régime. What mustn't be done is to make a complicated mixture of seasoning. The possibilities of this field have so appealed to experimental natures that you hear of concoctions with orange or orange peel in the brew, with the result—at least to purists in the matter—a mess. Various tried and true suggestions for good blends are appended at the end of this discussion, but take nothing as law, for the idea is to brew better than any one

else. Taste your mixture as it develops, and be sure that it is always strained entirely clear with a fine cheese-cloth when any solid ingredients are added.

Many hostesses hold to the theory of squeezing their own to acquire the juice, but there are superb tomato-juices to be had in tins. Campbell's soup company makes a tomato-juice, which, blindfolded, you couldn't tell from juice that had just been squeezed from fresh tomatoes, except that Campbell's would have more vitamins, the tomatoes for it having been grafted, grown, and specially reared to produce vitamins aplenty. One innovation in this cocktail field is a mixture of sauerkraut-juice with tomato. You may like it, or not, but it has a special tart flavour that some people crave. Then, you can mix tomato and clam-juice, which is delicious, but seems overdoing it a bit, when each is so good alone.

Of course, it goes without saying that you accord the tomato all the background that you do its alcoholic counterpart. You use your grandest glasses, and you provide canapés that complement them most deliciously. That, incidentally, takes a little consideration. Caviar, for (Continued on page 114)



HORS-D'ŒUVRES TRAYS FROM BONWIT TELLER



CECIL BEATON

Mrs. George Grant Mason, junior

She suddenly tired of her type, dared to cut her lovely blond hair in a Manet bang, put on hoop earrings and an old-fashioned bracelet, let that talented designer, Elizabeth Hawes, make her a dress of satin-striped moire, and enchanted New York and Havana, where she lives, by her chic. She was Miss Jane Kendall, of Washington, D. C.

JAMAICA AQUATIC

By Agnes Foster Wright

TO those who love bathing, a good game, and the best of drinks, Jamaica with its necklace of crescent beaches is matchless. Around the whole island, strung like beads on its white-sanded shores, are alluring tropical beaches, protected by reefs from sharks and, therefore, safe for the bathers, for those who love to go into the sea with tingling nerves and then lie enchanted on the sun-flecked beach looking up through palms to the blue of the sky.

The unique thing about Jamaica bathing is the variety of its pools and beaches. One can bathe all around the island. The tropical sun is hot, but very little hotter in July than in January. If you stay in the shade during the noon hour, it is quite comfortable. Up in some of the little hotels in the mountain country, it is actually cool.

One always lands at Kingston early in the morning, the thrilling time to enter any of the West Indies harbours. They are always picturesque, these tropical harbours, with old forts and sun-baked pink, white, and blue-washed houses, the mountains serving as a background and the shores palm-rimmed. The thing to do is to take a car, a roadster by choice, as the roads are simply splendid, and it is only a half-hour's work to get fixed up with a driver's licence, and drive through the old town to the large Myrtle Bank Hotel, which, though the most expensive hotel on the island, is, at the present exchange, very inexpensive, indeed.

After a good meal there and good and more good drink, you go down through the gardens with their tropical birds and to the new pool. The harbour is just beyond, but the water in the pool is as clean as one could ask, and the pool is pretty and white and blue.

After lunch, drive up the coast three miles to the Bournemouth Bathing Club. There, you will find the largest and

finest outdoor pool in the world. The club-house is very smart—a trig yard to park in comfortably; a latticed club-house through which one passes to the huge pool beyond. It's on an edge of a bluff, by the sea; on two sides are benches and seats and gay umbrellas and, on the other, balconies with tables for lunching and dining and, most of all, teaing. These are filled with a gay, colourful crowd; the soft West Indian voices with English intonations are most pleasing. Above the dressing-rooms is a latticed, open-air dancing floor with good music. One pays a small fee, as a guest of the hotel. The first time I bathed there I was completely fascinated—there were all sorts of diving paraphernalia and below the bluff were laid out tropical gardens with sand rests. I couldn't tear myself away and went in again and again for just another swim, but I had not reckoned on the effect of a tropical sun on a Northerner's back. I say this merely as a warning to take your bathing in smallish doses at first.

The next day began the Pilgrimage. One needs a couple of bathing-suits—light, gay coloured ones; simple, white sleeveless dresses, as the tropical sun takes the colour out of everything other than white; and thin figured chiffons for the evenings—those evenings when the stars are very low and very gay and insist upon being noticed.

We had been to Jamaica several times before, but this was to be a Bathers' Pilgrimage; so we followed around the superb coast, the east end, (Continued on page 112)



ALONG THE WAY TO MONTEGO BAY



THE POOL AT THE MYRTLE BANK HOTEL

AN OLDER WOMAN'S A-B-C

Adaptations of the smartest models are what you want, never "old ladies' dresses." If the neck-line, waist-line, and fit are adjusted, all is well.

Bergdorf Goodman has made a special study of your needs and has an excellent Ready-to-Wear Department for you on their second floor. You can order models in any colour and size, and an expert comes in to supervise any fitting necessary.

Colours for you include practically the whole rainbow. Don't get the idea that only purple and black are suitable. Dark blue or brown make welcome changes in the evening, and you can wear beautifully the soft, light colours now so smart.

Distinction should be the key-note of your clothes, not *le dernier cri*. Avoid any exaggerations at all.

Evening dresses usually look better on you if they have a little sleeve or jacket to cover the upper arm. That's one of your most vulnerable points. Also, see that the cut under the arm is high.

Fit should be your greatest concern. Manage a well-fitted effect, but don't look overstuffed. Bias-cut things are marvellous, and fagoting will make for fewer seams and make you look thinner, as well.

Good workmanship and beautiful materials are most important for you. Quality in your clothes counts tremendously when you are over fifty.

Hair-lines change with other fashions. Yours should, too. Notice the coiffures sketched on this page. Nothing could be more becoming to the older woman than these—simple, slightly waved, and brought back rather straight from (Continued on page 106)

- The first lady wears a Callot version of the really formal evening gown with a train, a deep V-back décolletage, and a flounce low in the front. It's of dark green crêpe
- The black chiffon dress, back to, is softly becoming with its bertha collar, covering the shoulders, but cut gracefully low in back, and its flattering tiers on the skirt
- White lace is full of distinction for the older woman when it is as heavy as this is. It's beautifully cut, and the jacket, with short sleeves, is perfect. All three models are from Bergdorf Goodman's Ready-to-Wear Department





- Black is a wise choice for summer days in town—if it's sheer. And both the white cowl neck and the three-quarters length of the coat on this crêpe elizabeth costume (extreme left) are points for the older woman. The skirt and coat sleeves are pleated; Sada Sacks
- Stripes, subtly combined, can do amazing things toward thinning your figure. You could wear this brown-and-white striped crêpe dress, with its short-sleeved jacket, either in the country or in town; Bergdorf Goodman's Ready-To-Wear Department. Both hats from Bendel



- Fagoting for fit, a pleasing illusion of slimness, and cowl neck-lines for becomingness distinguish the two dresses at the right. The lady standing wears one of the new prints—small and neat, in white on black, with plain white crêpe about the neck. For the country, she might order the same print with the colours reversed; from Bergdorf Goodman's Ready-To-Wear Department
- The seated lady is dressed for a luncheon or tea in a dress of dull blue crêpe; from Bergdorf Goodman's Ready-To-Wear Department. Both hats are from Bendel

INTERCHANGEABLE ECONOMIES



Four making-over tips

- Any plain dress of yesteryear will get a new lease on life with this striped bow on its façade
- You can revamp a 1931 printed dress by wrapping this dark crêpe tied gilet around your midriff
- A brilliant scarf added to the décolletage of your evening dress is another rejuvenating trick
- If you have an old fur piece—here's the way to make a terribly smart evening cape. Take a piece of satin, line it gaily, and edge it with the fur



THERE is no excuse for the girl who doesn't kill about four birds with one stone this season, sartorially speaking. We are speaking of the new interchangeable clothes, which seem made especially for the girl with a limited income. Several examples are illustrated on these two pages. For instance, on the opposite page, there is a dress and a jacket, which can be worn as is; the dress can be worn jacketless as a tennis dress; it can have a sweater worn over the dress and under the jacket; or a lot of other variations you can imagine for yourself.

The point is not to buy anything this spring that you're not going to get unlimited use from—and unlimited use in unlimited ways. Things are being made, as these pages illustrate, that serve many purposes. They will also teach you a few tricks concerning the making over of your last year's clothes. For example, there are two smart crêpe dresses on the opposite page, one with a printed gilet, the other with a printed tie-on jacket. These are new, of course, but the same trick could be worked out with any of your last



year's plain coloured crêpe dresses. Or, over a printed dress of yesteryear, you could wear a plain gilet. Take several good looks at the clothes on these pages and see if you couldn't incorporate some of the ideas into your rejuvenating efforts.

If you have one of last year's little woollen dresses with buttons diagonally across the front, a magnificent resurrection device is to wear a splashing cat's-whisker bow of Roman-striped silk below your chin. If you should happen to have an old woollen dress and cape on your hands, you can make a thing of beauty of them, and a joy for at least one more season, by lining the cape with a smart print and making a casual sling-scarf to wear around your neck, in the manner of the brown-and-white Lanvin in the April 1 Vogue, on page 46.

Lily Pons, that prettiest of all prima donnas, was seen the other day in a little suit with a black skirt and a red jacket; the catch is that she has a beige jacket to go with the same skirt, and sometimes (Continued on page 110)

Many birds with one stone

- Starting the line-up on the opposite page is a pink linen jacket and dress with a blue-and-white blouse. Wear it as a suit to lunch or leave off the jacket, and the suspender dress can work with sweaters and shirts for sports; under \$20; Best
- The natural crash linen suit you see in two rôles on the opposite page has an orange handkerchief linen blouse; under \$30; from Best. You can also order an orange linen skirt to go along
- The inventive Schiaparelli did the two-in-one outfit of white cotton tweed, above. First, you have a suit; pull off the blue linen blouse, and you have a sleeveless tennis dress; under \$26; Bonwit Teller
- Above is the gilet trick again—a printed one disguising a black crêpe dress; under \$40; Best
- Two ladies above show how a black-and-white crêpe jacket can transform the appearance of a plain crêpe dress; about \$55; Bergdorf Goodman

COUTURIER DESIGNS

WE are excited over the latest consignment of couturier designs to arrive from Paris. They're chic, they're clever, and they are going to be god-sends in this year of crises when we are turning back to the needle.

The first one sketched, 170, is a perfect model for those evenings when the men don't want to dress and the women do, and the need is therefore for an attractive compromise. It is just as smart in some very pale shade. 172 and 173 are both good models for town wear, and both go in for the very flattering new mushroom silhouette, which makes your hips fade to nothing. 174 and 171, on the opposite page, lend themselves to a great many materials and combinations of materials. They combine printed and plain and plain and printed in the new way, and they are nice for town on a summer day. A blue-and-white checked crêpe would be smart for 174, and some one of the many polka-dots of this year is a happy choice for 171, because, as you can see in the little sketches that accompany it, the scarf is destined to be transferred, if you want to, to the plain dress beneath. No. 169 scores for smart resorts, where you have to be somewhat on parade. It is particularly smart in white with a lemon-yellow bolero lined in white. And, if you will turn to page 90, you will find the back views of the models on these two pages.

- Dark blue marocain might make No. 170, with its full kimono bodice and its fitted waist-line. Designed for sizes 32 to 40
- Very sheer diagonal wool in beige is nice for No. 172. It has a moulded, beltless waist, circular cape sleeves, a cat's-whiskers bow, and clips at the surplice closing. The model is designed for sizes 12 to 20 or 30 to 38
- No. 173 is an ensemble including a one-piece dress belted in suède and a cape-jacket, both of which are made of a dull crinkly crêpe. It is designed for sizes 34 to 40





- The first ensemble, No. 174, has a waist-line bow and cape sleeves on its coat. The dress of printed crêpe has sleeves in the smart new length. Designed for sizes 32 to 40
- If it isn't a plain coat and printed dress, it's a printed silk coat and plain dress, as shown in ensemble No. 171—a chic and original note. Designed for sizes 32 to 40

- Below is another example of the smart mushroom silhouette, No. 169, this time in a resort ensemble of shantung. The dress is beltless and has kimono puff sleeves. A short, contrasting cape-bolero is lined in the same colour as the dress. The cape turns back upon itself to form wide revers. Designed for sizes 12 to 20 or 30 to 38



**A sextet of smartness for
travel and the street**



BACK VIEWS ARE SHOWN ON PAGE 90

COAT No. 6007—This tweed coat has an adjustable gilet collar and sleeves that are kimono in front, set-in in back. Designed for sizes 32 to 40

ENSEMBLE No. S3574—The skirt and jacket are of rough silk; the short-sleeved, surplice blouse is of polka-dot crêpe. Designed for sizes 32 to 40

FROCK No. 6010—A cape fits over this one-piece frock of checked silk. Sleeves are optional. Designed for sizes 12 to 20 and 30 to 38

JACKET No. 6008 SKIRT No. 6017—Of woollen. Belted jacket; epaulets optional. Designed for jacket sizes 12 to 20 or 30 to 38; skirt, 26 to 36

FROCK No. 6013—Note the double-breasted effect, the collar, and distended pockets of this rough crêpe dress. Designed for sizes 32 to 40

JACKET No. 6009 SKIRT No. 6018—Cape sections may substitute for sleeves. Of hopsacking. Designed for jacket sizes 12 to 42; skirt, 26 to 38

DESIGNS FOR
PRACTICAL
DRESSMAKING

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 116

Will they come home to a sunny meal?



Looking back to childhood years, what are the visions, what are the memories which are most vivid and real to you today? Through all the misty tableaux of home scenes, school-days and the big times out of doors, one supreme delight stands out, clear and unmistakable—your delight in good things to eat.

Do not disappoint your own children. Give them gladness through their appetite. There's zip and tang in every taste of Campbell's Tomato Soup. The sparkle of sunshine which has reddened and sweetened the tomatoes to luscious ripeness on the vines.

This soup has the bright color and the happy flavor that children love. And it's so wholesome they can eat it until they're really satisfied. Add milk or cream instead of water for a glorious Cream of Tomato.

EAT SOUP AND KEEP WELL

21 kinds to choose from . . .

- | | |
|---------------|-------------------|
| Asparagus | Mulligatawny |
| Bean | Mutton |
| Beef | Ox Tail |
| Bouillon | Pea |
| Celery | Pepper Pot |
| Chicken | Printanier |
| Chicken-Gumbo | Tomato |
| Clam Chowder | Tomato-Okra |
| Consommé | Vegetable |
| Julienne | Vegetable-Beef |
| Mock Turtle | Vermicelli-Tomato |

LOOK FOR THE RED-AND-WHITE LABEL



Like Campbell's Soup
I stop the show
And give to all
A happy glow!

MEAL-PLANNING IS EASIER WITH DAILY CHOICES FROM CAMPBELL'S 21 SOUPS

SHOP-HOUND

Tips on the shop-market

DID you know that you can get little cooling units for making life bearable in your house this summer? Formerly, the only place in town in summer where one didn't stifle with heat was the movies; the Frigidaire people have come out with a thing called Air Conditioner, which, installed in a room, cools the air, takes the humidity out of it, and circulates it gently. You aren't trying out anything new, because the principle and machinery are the same as that involved in the good old Frigidaire refrigerators, which have become, of course, an institution. The Air Conditioner is just a little light magic the Frigidaire people felt like dashing off on the side. You can see them at any of the Frigidaire agencies.

- Shoecraft has had another of its brilliant and astonishing ideas. This is a pump and purse made of—hold your breath—horsehair, yes the same slippery stuff you think I mean. Crazy though it may sound to you, the pump looks quite normal; in fact, rather reserved and in good taste, with its quiet patent leather trimming. Very chic, I would say.

- There is a little shop called E. A. Milar which caters to the sweeter, gentler tastes in life; that is to say, those for fine linens and for the rapturous charms of alluring underclothes. The linens are of all sorts, mostly imported French or Italian ones, but all very extra special. There is, for instance, one long cloth of off-white Italian linen, with a wide streak of lace straight down the middle, this lace being very coarse and yet marvellously made, the general effect magnificent and worthy of your most serious dinners. Then, I saw a tea-set of thin white linen, neatly edged with real Binche lace, and

- Vogue's Shop-Hound practically spends her life snooping about the shops. If you need advice, address Vogue's Shop-Hound, 420 Lexington Avenue, New York (enclose a stamp)

they told me that a favourite trick with some of the clients is to buy this model and have it dyed in strange, lovely, unprocurable shades. It struck me that all these linens would be admirable in the eyes of a bride, so keep this shop in mind when you buy your trousseau. As to the underclothes, some of them are on the grand scale, as one lovely nightgown with an entire yoke of hand-run lace. But they have also much less expensive nightgowns and chemises made in New York by a Frenchman who does things the same way as if he were working in France. Thus you get superior workmanship and the general French look to your underclothes minus the customs duty.

- To all you whose thoughts are involved with marrying and giving in marriage, I would drop one hint. When it comes to ordering your wedding invitations, look well that the paper be of good quality, or the invitation will never look smart. In short, dearly beloved brethren, you are hereby advised that you couldn't do better than to remember Strathmore paper. Keep an eye out for this grand old recognized name on the paper you use for wedding invitations.

- One thing that you are apt to forget in fitting out your country house for the summer is that it is sometimes cold in the summer. Having shivered all winter, you picture to yourself a long stretch of balmy weather unbroken by so incongruous a thing as cold. But nay. Far be it from me to ruin your fun, but I must do what I call my duty and remind you that it will certainly be cold this summer and that one of the things you need for the country is a blanket for your chaise longue or to eke out the thin ones on your bed. But to soften the shock of this rude, if practical advice, I have found what we call for purposes of discussion the perfect thing for you. It is called the Divan blanket, is made by ye olde and respected firm of the Springfield Woollen Mills, and may be bought at Wanamaker's for the phenomenal sum of under three dollars. It is of very soft woollen with a sort of knitted quality to it (though it is really woven) and comes



in smart Roman stripes. There are various kinds of Roman stripes to choose from, all having a great deal of chic.

- Franklin Simon's has, among huzzahing and pulling of forelocks by the populace, opened a new store out in the redskin-ridden wilderness of Greenwich, on Colonel Tom Mead's old place. This is a complete small edition of their Fifth Avenue store—and no sample-shop, but one carrying a complete stock of things. The prices, moreover, are exactly the same as in town, the clothes arrive in Greenwich simultaneously, and, in short, the wicked sophistication of urban shopping has been transplanted into the happy and grateful town of Greenwich. There are three floors, and the top two are wall-papered, to be in character with the informal, pleasant aspect of the building itself, which is green-blind Georgian. Not the least of its glories is the beauty parlour, which includes a solarium where manicures and shampoos and such are given amid the beneficial rays of the Sun, special little rooms for the administering of facials, and a children's barber shop with fascinating seats that resemble automobiles, lions, tigers, and other intoxicating objects. Myself, I am tempted to do all my shopping in Greenwich, town-dweller though I be.

- The other day I paid a little visit to the Peasant Art Importing Company on West Fifty-Seventh Street, wherein are sold the products of Central Europe. I mean to say, here you can get real honest-to-goodness unadulterated Russian blouses, made of heavenly coarse linen and encrusted with thick, beautiful, wildly coloured embroidery—the real thing, in short. You can see many things that are really exhibition pieces—a Roumanian head-dress that is a piece of embroidered peasant woven cloth, which by some miracle of cutting wraps around the head with more charm and grace than many of the products of Paris. There was a "wedding shirt," very old, covered (Continued on page 98)

Gorham Sterling is owned by Mrs. Price Post (Emily Post)



This leading authority on good taste uses inherited Gorham sterling . . . Today you can buy lovely Gorham patterns at 25% less than last year

EXQUISITE in all its appointments, the table of Mrs. Price Post is laid with Gorham King George sterling, a family inheritance. On all occasions this beautifully designed silver serves distinguished guests.

This year your own table can be lovely with some famous Gorham sterling pattern for less money than ever before. Celebrated Gorham patterns are 25% less than their price last year!

Owned by famous hostesses

At these unprecedentedly low prices you can choose delicately lovely Fairfax, for example, owned by Mrs. George Aubrey Adam; or classic Etruscan, favorite of Mrs. William Lawrence King, Jr. Or patrician Dolly Madison, whose sophisticated grace distinguishes the table of Mrs. Junius Henri Browne, Jr.

The charming King Albert pattern owned by Mrs. Ross S. Campbell may be your favorite, because of the new smartness of Victorian interiors. Or, you can select any other pattern you wish to own. Every Gorham design is proudly owned by famous hostesses throughout the country.

The peerless craftsmanship that has made the name Gorham famous for 100 years is at once apparent in every Gorham design. All have been created by master silversmiths for people of flawless taste.

Select now . . . prices may rise rapidly

Add to the charm and elegance of your table now, while the price of Gorham sterling is at its lowest level. Authorities in the business world agree that an increase in bullion prices may come this year.



Smartness is the keynote of the exquisite "Hunt Club" pattern owned by Daniel C. Sands, Esq., M.F.H. of The Middleburg Hunt. The long, racy lines of knife, fork and teaspoon are balanced with artistic subtlety and precision. Six "Hunt Club" teaspoons now cost only \$7.50.

Meat Dish, Bowl, Salt and Pepper, and Vegetable Dish in the "Hunt Club" pattern. Their flowing lines, massive weight and exquisite curves have true distinction.

Celebrated Owners of Gorham Sterling

CHANTILLY • Mrs. John K. Otley, Jr. • Atlanta
FAIRFAX • Mrs. Robert M. Whittemore • Boston
SHAMROCK V • Mr. William B. Leeds • New York

ETRUSCAN • Mrs. William Lawrence King, Jr. • New York
HUNT CLUB • Mrs. Albert Howell, Jr. • Atlanta
KING ALBERT • Mrs. Ross S. Campbell • Detroit

Superb matching dinner services in Hunt Club, Etruscan, Fairfax, Shamrock V and King Albert patterns now can be bought at reduced prices.

GORHAM



THE ACCENT IS ON MORE PERFUME

● With the more generous use of perfume now definitely in today's style picture, the DeVilbiss Atomizer strikes a note of satisfying harmony on your dressing table. Beautiful in color and line? Yes! But more than that, the gentle cloud which only a DeVilbiss produces envelops your personality in a delicate aura—a subtle, yet distinctive hint of fragrance—which you can achieve in no other way. The exclusive models of DeVilbiss Atomizers are equipped with the new positive closure which stops evaporation and conserves your costly perfumes. All the better stores are showing them.

DeVilbiss

Perfume Atomizers



LÉON DE VOS

Here are four delightful new preparations from Guerlain: an eyebrow pencil in a smart case, a complexion milk, a cream to keep the shine off your nose, and new soap in octagonal shape, three cakes in a box

ON HER DRESSING-TABLE

SCIENCE, as all the world knows, has no ending, and the science of beauty has recently presented a waiting world with a really breath-taking development. This is a permanent wave given with no electricity, no machine—and, by far the most important—no discomfort! It is known as the Zotos permanent wave, and it is something you have to see in action to believe, and to appreciate. The curls are rolled in the usual manner, and wrapped up in little pads, and it is the pads themselves that do the waving by a process of gentle steaming. These are designed so that the heating is automatically controlled; it can't be overdone or underdone. And, by the time the entire head has been done up in its little pads, the first curls are almost ready to be unwrapped. You can have this wonder worked upon your head in the beauty salon at Best, as well as in many leading hair-dressing establishments in New York and throughout the country.

Houbigant, that creator of fine perfumes which linger long among our perfume favourites, is introducing one of those trios that has a pleasant way of taking care of all the perfume hours of the day for you—namely, "Les Heures Choiesies," which include fragrances "Pour le Matin," "Pour l'Après Midi," and "Pour le Soir." You can buy the three in a unit, or you can buy them in larger separate flacons, smart new bottles in which three of the other Houbigant perfumes—"Essence Rare," "Festival," and "Étude"—are also making their appearance. The new perfumes and the new bottles have arrived from France at practically this moment and are to be found in the shops where fine perfumes are sold.

The house of Guerlain, stepping for a moment from the rôle of *parfumeur extraordinaire*, has presented a group

of preparations that you want because they are so grand looking even before you know what is in them, after which, of course, you want them even more. If you have thought, for example, that an eyebrow pencil had to be an article of utilitarian appearance, you have only to observe the new one which appears in the photograph above. It is black, with bands of green and silver metal, and it is one of the smartest looking accessories you could put in your purse. The pencil itself is in black, brown, or blue. The new complexion milk is an emulsion of almonds, which has a very soothing faculty of softening and whitening and is especially good for the person with a sensitive skin or an oily skin that doesn't take kindly to a heavy cream. The little jar of cream is "*Pour avoir le nez mat*," which means, in brief, that it makes the unwanted shine to vanish from your nose. The new soap is octagonal in shape and comes three cakes in the box that is shown in the photograph above. It has the usual qualities of the Guerlain soap—heavenly smelling and long lasting.

Yardley is out with a new idea for the summer hostess in the form of a soap chest, which contains the famous old English lavender soap in cakes in bath, hand, and guest size. Unless you go in for matching colours in your bathrooms, you can't do anything smarter than to have the same soap throughout the house and couldn't choose a lovelier perfume than the fresh, clear scent of lavender. In the country, with shops not readily available, such a supply is invaluable, and nothing could be better in the way of household equipment for the young bride. The chest contains fifteen cakes in all, and you pay less than you would if you bought that number of cakes individually.

Having (Continued on page 110)

Your Skin needs only 4 things to be lovely



CLEANSING • LUBRICATING • STIMULATING • PROTECTING

You can make your skin more lovely by the same inexpensive care society women use . . .

"**W**HAT needless extravagance to clutter one's dressing table with complicated beauty preparations! Pond's simple, wholesome Method will keep one's skin fresh and clear in much less time . . . at much less cost."

So Mrs. Morgan Belmont says, and many other women of wealth and leisure know that the skin needs just four things to keep it lovely: Cleansing, Lubricating, Stimulating, Protecting.

The very texture of Pond's Cold Cream tells you why it is the favorite cleansing cream—it is so rich in smooth cleansing oils that sink into the pores and float out

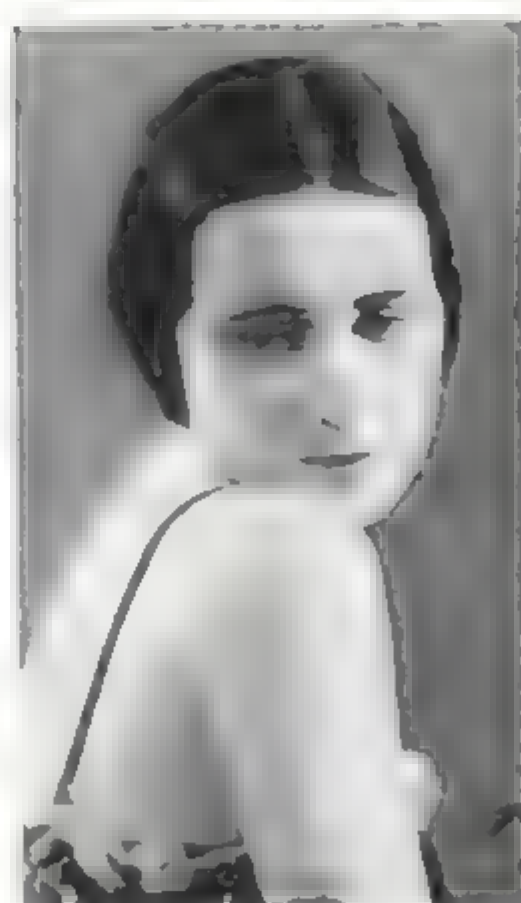


Mrs. Morgan Belmont

dust and grime . . . To remove the cream and dirt, Pond's have made their *softer*, more absorbent Cleansing Tissues . . . Together, these two give your skin the first necessity for loveliness—utter cleanliness.

For lubricating, again Pond's Cold Cream! Its rich oils keep your skin supple and elastic . . . Stimulating is the job of Pond's Skin Freshener. It tightens pores and tones the skin by quickening circulation . . . Protecting is the business of Pond's Vanishing Cream. As Mrs. Reginald Vanderbilt says, "It is essential."

FOLLOW the four swift steps of the Pond's Method to keep your own complexion always radiantly fresh and clear:



Mrs. Reginald Vanderbilt

1. Generously apply Pond's Cold Cream several times during the day, always after exposure. Let the fine oils penetrate every pore and float the dirt to the surface. Remove with Pond's Cleansing Tissues, *softer*, more absorbent . . . half again as many Tissues in the big new 25¢ box . . . white or peach.

2. Pat briskly with Pond's stimulating Skin Freshener to tone and firm, close and refine the pores and keep contours fresh and young.

3. Smooth on Pond's Vanishing Cream always before you powder, to protect your skin and make the powder go on evenly and last longer. It disguises blemishes and gives a velvety finish. Use this exquisite Vanishing

Cream wherever you powder—arms, shoulders, neck . . . and to keep your hands soft and white.

4. At bedtime, always repeat the Cold Cream and Tissues cleansing to remove the day's accumulation of grime. Then smooth on a little fresh Cold Cream to soften and lubricate the skin and leave it on overnight.

SEND 10¢ FOR POND'S 4 PREPARATIONS

POND'S EXTRACT COMPANY, Dept. E., 110 Hudson St., N. Y. C.

Name _____

Street _____

City _____ State _____

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Tune in on Pond's every Friday, 9:30 P.M., E.D.S.T. . . Leo Reisman and his Orchestra and guest artist . . . W.E.A.F. and N.B.C. Network

DANIEL GREEN

Leisure Footwear



★ BARGAINS-IN-WEAR

Slippers are like cakes! The more you put in them the better they are. It takes patience and experience to make them well. ☆ Daniel Green has such a reputation for skill in slipper making that shoe men everywhere study Daniel Green methods. ☆ In this year of economy buying, Daniel Green quality is more important than ever. You get twice the wear and twice the pride in every pair you buy. So, by simple arithmetic, you can dress in the best at half the cost!

Silks, Leathers, Felts . . . For Men, Women, Children

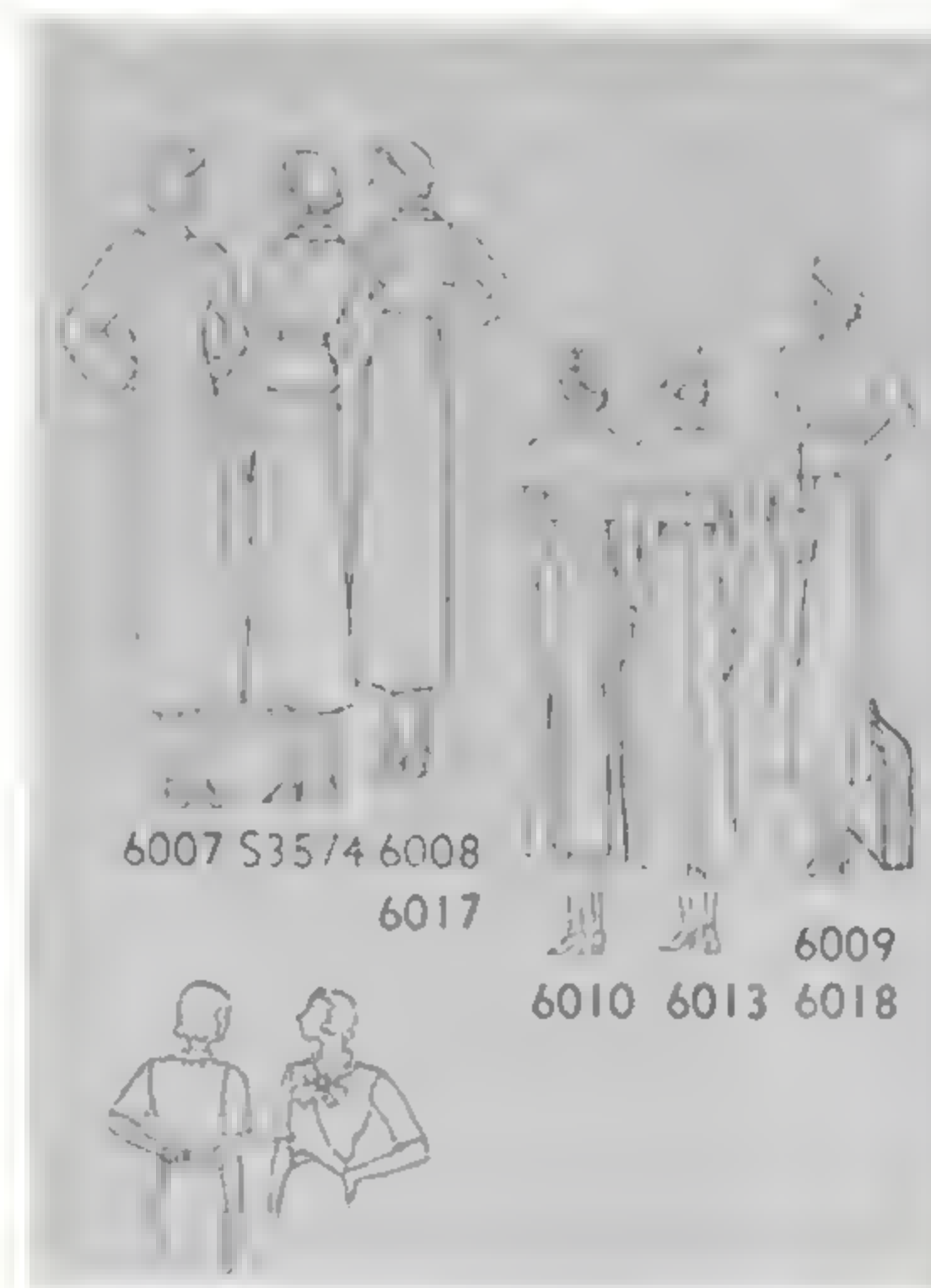


THE DANIEL GREEN COMPANY, DOLGEVILLE, NEW YORK

MORE VIEWS OF SPRINGTIME CHIC

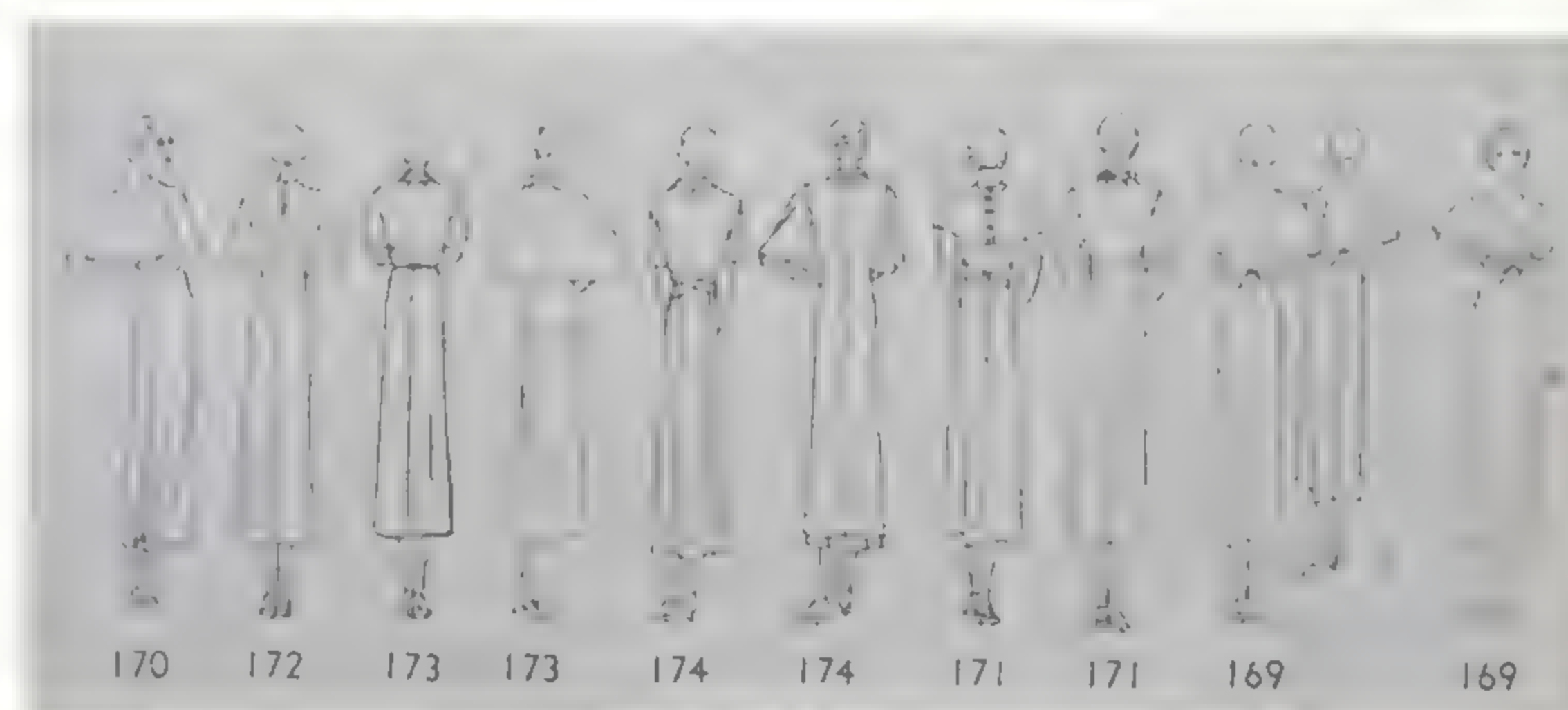


FROCK No. S3575—Of Mallinson's printed chiffon, this has a cape collar and chic girdle. Designed for sizes 32 to 42
EVENING JACKET No. 6019 A crêpe roma wrap in adjustable length, worn over dress at the right. Designed for sizes 12 to 42
EVENING FROCK S3576 Two shades of crêpe roma and the cape make this very chic. Designed for sizes 12 to 20; 30 to 38



Here, at the left, you see the backs and some of the details of the smart collection of coats, ensembles, and dresses shown on page 84. Observe especially the amusing shoulder treatment on one jacket and the chic cape collar on two of the street dresses

Below are the back views of the couturier designs shown on pages 82 and 83. Here, too, you see how many capes turn their backs to the world—either capes or sleeves that look like capes. Notice, too, the waist-lines of all of these coats, dresses, and suits



DESIGNS FOR PRACTICAL DRESSMAKING

“...our wedding trip
will never end”

*Give her the gift
she'll prize forever...*

a Ciné-Kodak

“We carried our Ciné-Kodak everywhere—brought back a record of our wedding trip to enjoy for years to come.”

How much this means to any bride! For Ciné-Kodak captures in vital living pictures the glorious days of the honeymoon—literally making them live forever.

With Ciné-Kodak M anyone can take clear, sharp movies from the very beginning. No focusing—just press the lever and you're making a movie. It's as easy as taking a snapshot. Price \$75. Your dealer will gladly show you this uniquely acceptable gift. Eastman Kodak Company, Rochester, N. Y.

SIMPLEST OF HOME MOVIE CAMERAS





● PICTURE YOURSELF IN THESE ● BUTTERFIELD PIQUÉS!

There's something so sporty about piqués—especially the way Butterfield makes them—something young and eager! In addition to the classic narrow and wide wales, there are stunning new and different variations which lend themselves alluringly to sportswear with a slightly more feminine accent.

And such heavenly COLORS!! Marvelous vat-dyed guaranteed fast shades that laugh at launderings!

Just be sure to ask for Butterfield fabrics in the wash goods departments and look for the label when you buy ready-to-wear.

FRED BUTTERFIELD & CO., INC., 361 BROADWAY, NEW YORK, N. Y.

Butterfield on a fabric is a quality guarantee

PIQUÉS

● HYLO PEKE ● SPEEDWAY ●
● COR-DU-ROYAL ● CORDO-KOOL ●

CLOTHES TO START THE SUMMER



FROCK No. 6011—Fagoting marks the unusual seaming of this dress of crinkly crêpe. It is designed for sizes 32 to 40

JUMPER FROCK No. 6014 Two views of linen jumper and skirt and the batiste blouse. Designed for sizes 12 to 20; 30 to 38

FROCK No. 6012—A plain plastron front and girdle trim this polka-dot canton crêpe dress. Designed for sizes 12 to 20; 30 to 38



SHIRT-BLOUSE No. 6016 Smart for many uses is this linen blouse with long or short sleeves. Designed for sizes 12 to 42

BLOUSE No. 6015—Short puff kimono sleeves and a tie belt mark this "Easy-to-Make" crêpe blouse. Designed for sizes 12 to 40

DESIGNS FOR PRACTICAL DRESSMAKING



SCORES OF CHARMING THINGS TO RECOMMEND IT

What pleasure you'll have when you really become acquainted with the new Chevrolet Six! You'll find so many charming details. So many unexpected conveniences. Scores of perfectly sound reasons why this is the ideal car for you and yours. What could be smarter than the sweeping new body contours, the studied simplicity of the hardware, or the trimness of the rich upholstery?

What more comfortable than the spacious Fisher bodies with adjustable driver's seat, and form-fitting cushions? And how can you reasonably expect to find an easier car to drive, when Chevrolet gives you *both* quick, quiet Syncro-Mesh gear-shifting and Simplified Free Wheeling, and has a very smooth, very quiet, very responsive and *very dependable* six-cylinder motor. Yet,

though you'll find it hard to believe, the new Chevrolet is remarkably low-priced and economical. And, as if these manifold attractions were not enough to recommend it, Chevrolet offers 20 body styles from which to select the type exactly suited to *you!*

The complete Chevrolet Six line includes 20 different models, each available on the liberal G. M. A. C. time payment plan. Chevrolet Motor Company, Detroit, Michigan, Division of General Motors.

NEW CHEVROLET SIX

T H E G R E A T A M E R I C A N V A L U E

SEEN AT MARSHALL FIELD'S



A CLEVER NEW SPORT SHOE WITH THE MUCH-TALKED-OF DAREX SOLES

WELL, isn't this pleasant news! Just the shoe men want with the very Darex Soles everyone is asking for. . . . (How different these soles are — so unlike either leather or rubber! A most interesting suede-like texture.) . . . Darex Soles are more than good-looking soles, as any one who has worn them will tell you. They are waterproof and insulating, flexible, resilient, light weight, and remarkably comfortable in all kinds of weather. Both men's and women's shoes are available with Darex Soles.



Sport Shoe with Darex Soles . . . Marshall Field & Company

White buck sport shoe with black Darex Soles—an important new shoe for the coming season. Excellently designed and flawlessly constructed. Strongly recommended for sports or for informal wear.

Marshall Field & Company
CHICAGO

Darex Soles

THE INSULATING SOLES

CURRENT CHIC FOR A SMALL GIRL

DESIGNS FOR
PRACTICAL
DRESSMAKING

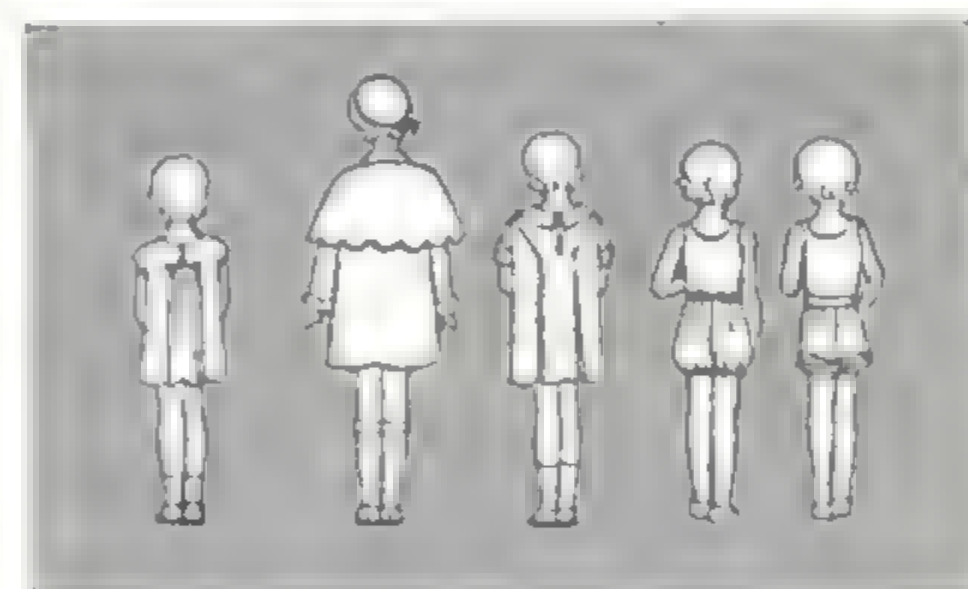


FROCK No. 3270—An amusing tab looks like a yoke on this dress of printed lawn. Designed for sizes 1, 2, 4, and 6

COAT 3271—Even the small girl's coat owns a cape, nicely scalloped. It's of shantung. Designed for sizes 2 to 10

FROCK No. 3269—The new high waist is suggested on this dress of handkerchief linen. Designed for sizes 2 to 8

SET No. 3268—Bloomers and pantie of nainsook are included, the former with elastic. Designed for sizes 2 to 8



3268

THE GOSPELS OF BEAUTY

(CONTINUED FROM PAGE 73)

have upright work, bar work, and prone work (lying down on mats), one after the other, that give you forty-five different sets of exercise, all to music. These exercises induce the muscles to follow one another in the way that they should, so there is no bunching of muscles and no over-exertion. You may not know it, but more than probably one side of you is less developed than the other (it seems that practically every one goes through life like this, but few people realize it), and the exercises help to even things up. Each pupil is charted before starting, and ladies of avoirdupois are treated carefully, but firmly, so the pounds fade away. You do all this stretching and limbering to music, and the music is changed every so often so you don't get bored. Tap at this establishment can be a very complicated procedure, because you

may start out with just straight rhythm, then, if you are good, progress through syncopated, to broken, to "new," to echo, to double-time syncopated, and then nobody knows where you go! Professionals trained in this establishment—and there have been more famous dancers trained here than you can conveniently shake a stick at—have to have the works,—limbering and stretching, ballet, tap, and acrobatic training—before they can be considered professionals.

If the new in dancing gets you, you may find your happy hunting-ground in the school that teaches you to express yourself mentally, as well as physically; a school that carries out the theories of one of the great dancing personalities of the world. Here, you feel something, and then you dance it; you train your body to express a (Continued on page 114)

Subject your face to the following examination!



DENEYER

For summer loveliness cleanse and protect your skin with these Elizabeth Arden Preparations:

VENETIAN CLEANSING CREAM...Melts into the pores, rids them of dust and impurities, leaves the skin soft and receptive. \$1, \$2, \$3, \$6.

VENETIAN VELVA CREAM...A delicate cream for sensitive skins that smooths and refines without fattening. It keeps the skin soft and fine-textured...velvety. \$1, \$2, \$3, \$6.

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ARDENA PROTECTA CREAM...A thick, velvety preparation which acts as an invisible waterproof and weatherproof film to protect the skin from freckling, burning and coarsening. Incidentally, it offers the loveliest of all evening make-ups. Pure White, Rachel, Naturelle, Bronze. \$3. Tube, \$2.50.

IDEAL SUNBURN OIL...Insures a uniform tan. Apply it before bathing and beach-basking to prevent blistering and sun sting. \$6.

- Sometime soon, when you are alone, take your mirror to the window of your room and face the facts.
- First, examine your face as a whole. Does it look clear and young and fresh...or old and lined and tired? Is the general tone of your skin clear, or is it cloudy?
- Then, look closely at your neck. Does it resemble coarse crepe, or smooth, white satin?
- Now your chin. Are the pores so small as to be practically imperceptible? Or are they noticeably, unprettily large?
- Then your mouth. Is it sweet and happy, like a baby's? Or does it turn up from derision, down from age or ennui?
- Next your nose. Not the shape, mind you. Often, that doesn't matter. The texture of it. Is it fine and smooth? Or is it large-pored and coarse?
- Now up to your forehead. Is it smooth and white and lofty, or is it corrugated with lines?
- If...and be quite frank about it...your answers to all the first questions are Yes, then a thorough Cleansing, Toning, Nourishing regime according to Miss Arden's instructions is all you need for the present. If...and be equally frank about it...your answers to the second question regarding each feature is, in any case, NO...then you are in need of an Elizabeth Arden Muscle-Strapping Skin-Toning Treatment and the advice your attendant will give you for correcting your short-comings.

ELIZABETH ARDEN

691 FIFTH AVENUE • NEW YORK CITY

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opportunity is ticking at your door!

IT'S a gruff year for them to graduate. And that's *your* opportunity to help.

They'll need something on which to lean. And that is your opportunity!

Whether their world seems headed up, down, or sideways, a Hamilton will tell them sixty minutes of unflinching truthfulness every hour, every day, every year. That WILL HELP!

And opportunity is ticking at your door in another important way. The prices of Hamiltons have been reduced to meet A. D. 1932 requirements.

What . . . you have no graduation gifts to give? Then that is your opportunity to own the watch of railroad accuracy for *your own* slender wrist!

How about visiting your jeweler's — *soon*. See his beautiful assortment of gift Hamiltons. Or let us send you Christopher Morley's charming story, "When We Speak of a Tenth . . ." Simply address Hamilton Watch Company, 861 Columbia Avenue, Lancaster, Pa.



HAMILTON

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Watches pictured. (Hamilton Watch prices have been reduced to meet 1932 requirements.) Mr. VERNON, 17 jewels, 14k filled gold, natural yellow or white, \$30. CHEVY CHASE, Model "A," 17 jewels, 14k gold, natural yellow or white, \$60. VIRGINIA, 17 jewels, 14k gold, natural yellow or white, with black silk cord, \$70. RONDEAU, 17 jewels, 14k gold, natural yellow or white, \$65. EDGEWOOD, 17 jewels, 14k filled gold, natural yellow or white, \$52.50. Other Hamiltons for both men and women from \$45 to \$300.

CASTLES IN IRISH AIR

(CONTINUED FROM PAGE 58)

of us to have two names for everything), with the soft-voiced Customs' officials, the most charming and unique Customs' officials in the world.

"Sure, whatever you say yourself," when you ask which of your many trunks they would like opened. "Whichever's easiest," they may murmur, softly apologetic at having to trouble you like this, and this may be your first visit to Ireland, too. And they will look sympathetically and reverentially at your frocks packed carefully in tissue-paper (in which probably they may remain, since tweeds and riding-clothes may see you through from morning till dinner-time in Ireland). "I wouldn't like to be disturbing them, and they so beautifully packed." You find it hard to believe that the Customs' officials, too, have not been made immensely more happy by your coming.

A BEAUTY CURE

You are half in love with the country already (and more, you are convinced it is in love with you). A change has been prescribed, and this is a complete change. If laughter is a tonic, here it can be had for nothing, your fill of it. There had been mist perhaps, and now there is sunlight. And again mist, soft against your face. (No wonder, you think, Irishwomen have such complexions!) You might come for that alone. A beauty cure. A month of Irish rain and Dublin water, which you meet first (as we say in Ireland) on the boat and which is so soft you may dispense with soap, and you may return to London and see the result in your friend's eyes. The wise will say: "You have been to Ireland. You have that look. I know."

You may leave depressions behind, world slumps, financial crises, which matter less here because the gaiety of Irish life was never on the gold standard. If Ireland should put her spell on you, you can buy a castle for a song and settle down to the most perfect country life existing.

The roads running south and west from Dublin (grand new roads to which we have not yet got accustomed) pass one gate lodge after another with a long avenue inside, winding for a mile or so to the house of which you may catch a glimpse as you go by, through the trees. We run to long avenues in Ireland. It is our liking for magnificence that led us to build large houses and set them in great gardens. Grass grows on the avenues of such houses now, and perhaps an old gardener, full of memories of other days, keeps a corner of the wilderness for vegetables with the aid of a boy or two. These gardens—you feel it as you stand in the gateway—have a mystery and enchantment not definable; something of the magic of a thing seen in the mirror of childhood's memory.

There are many such houses to be let or sold in Ireland, and you may perhaps take over the gardener with one of them. And put your couple of horses into the stables built for fifty and hunt as many days of the

week as you and they are fit for. It will cost you a fraction of what it will cost you elsewhere, and shooting and fishing are equally inexpensive. There will be two, perhaps three, good packs of hounds within reach and a small friendly field always glad to see you out. If you have been lost in an immense English field, here you have a chance to feel your personality. You count. Your coming and going is immensely important. "You'll be staying now," they'll say to you as the people in the cottages will say it, and both will have the same intonation of speech, at once gay and sad, which is part of the country. How could you say to them, with Irish turf under you, with the softest of Irish winds against your face, that you would not be staying now?

Half a dozen dogs may welcome you when you ride into the great yard, weary and happy at dusk. You may keep a dozen in an Irish country house and find them no more trouble than two. The one who has been an anxiety elsewhere will give you less anxiety here.

"Sure that lad took the leg off me brother," a remark made with an eye on a dog of apparent ferocity was made moderately and without resentment. "He's terrible wicked," while the wicked one wagged his tail insinuatingly, conveyed no more resentment.

OPEN-ARM HOSPITALITY

There are no dull social occasions in Ireland. We shout one another down joyously and, after a visit to or from a neighbour, feel pleasantly warmed by the exercise as though we had been riding hard across country. And Irish neighbours are the most friendly in the world. I know of some one taking an Irish country house for the shooting, who found he had half a dozen other shoots thrown in for his rent, so eager were his neighbours to welcome him. Hospitality is still easy. It is the last thing on which we economize. Our servants, who are only happy if we have a party every day, cooperate with us joyfully. There is never any anxiety about suggesting an extra or unexpected guest to the kitchen. You may indeed receive your invitation from the butler or the parlour-maid beaming on you at the door. "Sure, you'll be staying to dinner, ma'am."

The only thing you must not ask of Irish servants is that they should do the same thing every day. You may find a little layer of grey turf ash on the marble chimneypiece, which belongs, like the avenues and the immense gardens, to the great days. You may fall over a broom in the hall, put there as though to prove the energy with which some one set out to clean. You are almost certain some day to find a duster on your writing-table in an undusted room. But these things do not matter (when you have been long enough in the softness of Irish air and Irish life) as against the willingness of Irish servants to do a thousand things outside their province. There is nothing that so exhilarates us in Ireland (Continued on page 106)



They're so lovely looking!

HOW CAN THEY LAST SO MUCH LONGER?

"MY hope-chest WAMSUTTAS," you say to yourself. "Mother must have bought them in the Spring of 1926. Ages ago . . . and yet they're just as strong and even silkier than when they were new."

"WELL, I wish I hadn't wasted our own money on those other sheets. 'Just as good as Wamsutta' they said. Huh! To keep the frost off the dahlias maybe — or cover the ironing board!"

The lasting strength of Wamsutta is amazing. In their latest test, fifty Wamsutta sheets came through the equivalent of six years' laundering still strong and perfectly usable. At today's low prices, therefore, a Wamsutta sheet costs 55 cents (or less) a year, little enough for almost anybody. Wamsutta's lovely pastel tints match perfectly with colors of the famous North Star blankets.

WAMSUTTA MILLS, Founded 1846, NEW BEDFORD, MASS.
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WAMSUTTA SHEETS AND PILLOW CASES



FOR KINGS IN COTTAGES



Perhaps you plan to go to Europe some day.

It may be the interest of strange sights that beckons

you—the lure of the historic, the glories of art or the thrill of gay capitals. Whatever it is, the chances are that you will not be disappointed.

But there is one disillusionment which you must expect. You have read the colorful story of the past with all its pageantry of royal affluence: the grandeur of palaces; the magnificence of throne rooms; the extravagance of revels that suggest luxury which can never be surpassed. Prepare however, to find, as well, a record of hardships endured by kings because they could not enjoy many things that we consider necessities.

There were, for example, palaces of royalty down almost to our present day, without heating facilities except fireplaces; without plumbing; relying entirely on candles and oil lamps for their light. And when monarchs traveled they never enjoyed luxury which even approached that of the present-day automobile.

There was a time, to be sure, even long after the coming of

motor cars, when only our wealthier people knew what it meant to drive with any comfort. But today every American car provides many comforts and conveniences.

It was the Fisher Body Corporation that pioneered for these standards and made the way clear for their extension to even the most inexpensive cars.

Ours is the American idea. We believe that the enjoyment of comforts and luxuries is an important part of human happiness and therefore should be brought into the life of even the humblest cottager in the land.

This objective is not always easy to attain. It requires resources which can be drawn on to the utmost in order to reduce the cost of materials. It calls for manufacturing methods which save every possible item of expense. And it pre-supposes a popular demand which makes the maintenance of these resources and facilities feasible.

Fortunately Fisher Bodies enjoy this popularity, draw on just such resources and utilize just such facilities.

As a result, the very lowest priced car with Body by Fisher today possesses comforts, luxuries, safety provisions and qualities of workmanship that shame the most expensive cars of only a decade ago.

(CONTINUED FROM PAGE 86)



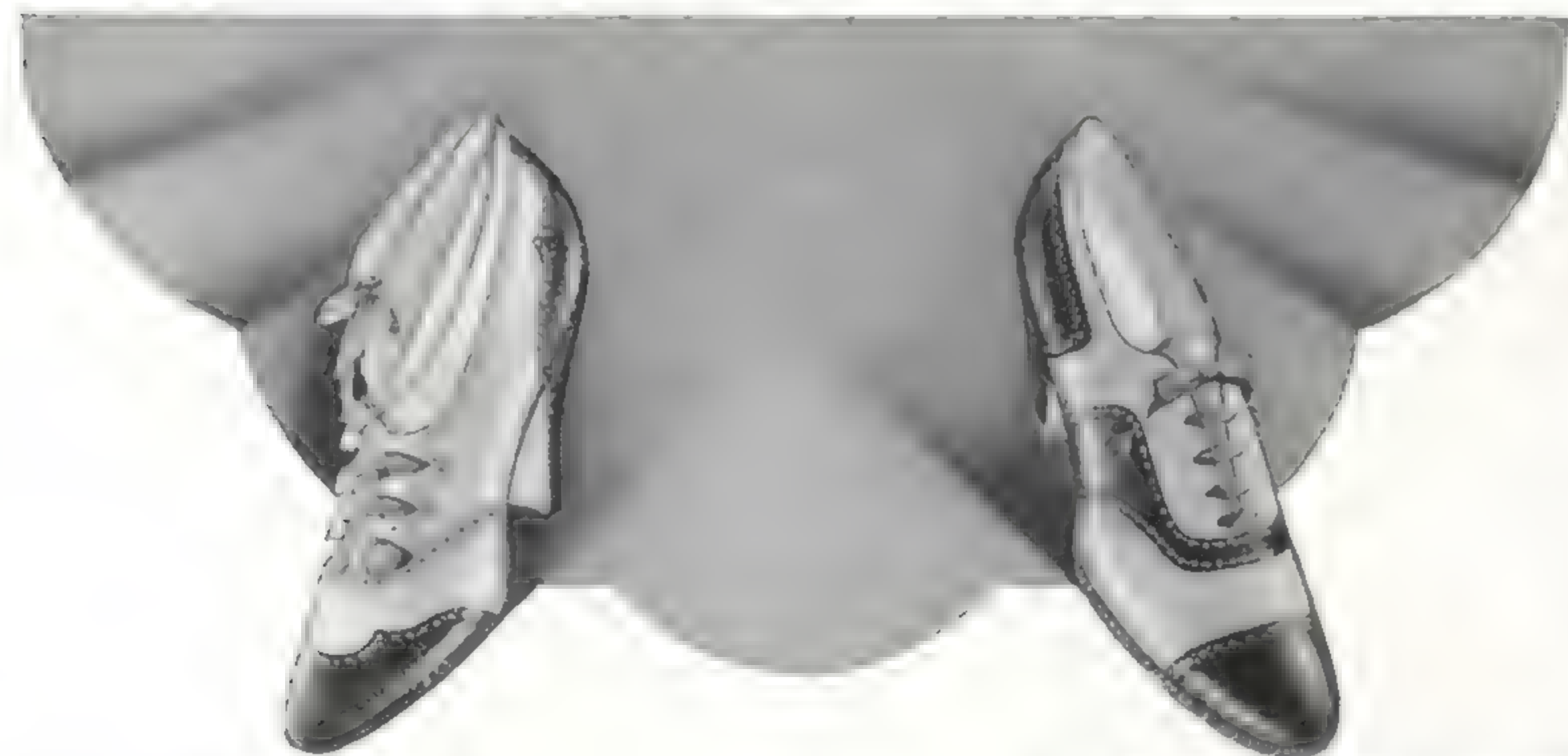
The Charm • Fashion authorities endorse the all-white shoe. In white kid with white enamel buckle and Continental heel.

"Your Footprint in Leather" is a constant joy!

Skies look brighter, people seem more friendly, and the summer world an altogether jollier place to those whose feet step about happily in their very own "footprints in Leather"! Write us for the name of a store in your vicinity where you can see what lovely styles Matrix has designed to go with your summer clothes. The perennial charm of white buck, the cool allure of fabric and the more formal feeling of a dainty kid one-strap—all these combined with the constant joy of the Matrix moulded sole—"Your Footprint in Leather"! For our new Fashion Announcement please write to E. P. Reed & Co., Rochester, N. Y., Matrix Style Studio: 47 West 34th Street, New York City.

The Esplanade • An advanced early summer style for spectator sports wear. The popular Ghillie type in genuine white buck with Indies brown calf.

The Chevy Chase • A sport oxford that looks small! Sandy-beige Eric calf with brown calf. Darex soles and heel tops.



Matrix Shoes

"YOUR FOOTPRINT IN LEATHER"

with the most magnificent embroidery in red; these wedding shirts were owned one to a village in the old peasant civilization, and everybody in the village had their turn to wear the communal finery when they were married. But, beside the fragile and immensely valuable old pieces, there are many that are lovely and graceful and have a foreign charm. There is a certain amount of adapting done, of course, in order to make these peasant garments suitable to the Western World; elaborate sleeves of a blouse are used to make panels down the front of a modern sports jacket, and other such uses. But, to my mind, the rude quality of the peasant clothes in the original state has immense style, and I can not imagine a more amusing costume for a woman living out in the country—a woman with a lovely figure and a certain style—than one of the long rough tunics, or a short full peasant blouse under a heavy dark red skirt, or even, if she has lots of personality, such a Roumanian head-dress as I mentioned.

• There is a little, workmanlike, unpretentious shop way over toward the East River, which quietly and without fanfare goes about its business of making rattan furniture. But, as in the case of superior makers, whether of books or mouse-traps, the world, as prophesied by Mr. Emerson, has made a beaten track to the door of the Colwell Company. For their work is remarkable and beautiful and unbeatable, and, when famous decorators want rattan furniture to carry out their ideas, they make a pilgrimage across town to East 49th Street near First Avenue. Now Shop-Hound is no exception to any trend; she made the pilgrimage herself the other day, with the following results in the way of information for you: they copy old and glorious urns in cast iron and paint them white, than which there is no lovelier ornament to a garden. For instance, there is what is called the Tulip design, simple and white and tapering down to a base. Next, among their summer things, there is nothing lovelier than some chairs, very square and plain, enamelled in red, white, and blue, and too perfect for a garden terrace. There is a vast umbrella for gardens made entirely of natural bamboo, in the shape of a Chinese pagoda, copied after a French adaptation of a Chinese original. Then, there are some iron chairs and a table made of iron; the chairs have seats and backs of woven 3/8-inch rope, and the table top is a coil of the rope; the iron is painted yellow, the rope in blue. There are an iron Chippendale chaise longue for a garden, with white cushions made of a good imitation of elephant skin, and a circular bench, also of iron, which is copied with faithfulness and art from an eighteenth-century design.

• The Kayser silk people keep getting newer and better ideas all the time, until it becomes almost impossible to keep up with what they are doing. So, as one who tries to stem a rising tide, I shall hastily tell you about some of their underclothes. To begin with, not the least of the manifold glories of the house of Kay-

ser are the spectacular names they evolve for their models, as easily, it would seem to the outside eye, as falling off a log. "Pet-Nets," now, are panties made of "Lok-ray" with insertions of large-holed lacy net, in various degrees of coarseness, which are dedicated to the proposition that, under the present dresses, Pants Must Cling. And cling they do; they are very brief, well cut, and shaped about the hips. "Whymys," on the other hand, are combinations or pants made of a meshed, lacy jersey, much finer and more reserved than the debonair "Pet-Nets." "Vigorsets" take us into the field of healthful outdoor exercise, designed as they are to withstand strain and give great freedom of action. They are pants, made of cotton jersey (very absorbent cotton jersey), and there are two models: one a regular pair of short, straight trunks; the other, a remarkable garment cut away to the very minimum, excellent for under a too-thin bathing-suit or too-floppy pyjamas; and they have bandeaux to accompany them. Last, we find the ultimate in jersey underclothes, a thing called the "Ventinet," which is made of the prettiest and choicest mercerized cotton jersey you ever saw; it doesn't look like jersey—it looks like some new unnamed fabric. It comes in both vest-shorts sets and in a regular chemise-combination and in skin-tight tights. All these have a beauty of cut—low back and fitted waist—that is remarkable, and clever fitting around the bust. I tell you what the material does look like—it looks a little like the new rough Schiaparelli crêpe. And the prices are positively phenomenal—phenomenally little, I mean.

• There is a tea-gown at Bergdorf Goodman's that you will be the better for hearing about. Even if you find yourself overstocked with tea-gowns, it will enlarge your faith in the greatness of man to know what glamorous tea-gowns are sold for in the fantastic neighbourhood of thirty-five dollars. The one I am on the subject of is of crêpe roma. It is long and flowing and more or less mediaeval. It has long cuff sections of satin and a remarkable satin neck arrangement. This begins by being narrow revers at the front and turns into a low V-shaped cowl at the back. It has a sash. You can get it in several colours, notable among which are a lovely, almost turquoise-blue, a dusty pink, and white with the satin portions in yellowy green.

• In Aldous Huxley's new book, "Brave New World" (Doubleday-Doran), one of the wonders of this future-mechanized civilization is that everybody is whizzed into what clothes they wear, and all a lady has to do to become Eve is to pull at a fastener—and presto! These days are not so far away as Mr. Huxley thinks. At Hattie Carnegie's, they are showing a divine evening dress in black, which, instead of having hooks to fasten it on the hip, has a Talon slide fastener. It's a very slim, delicate Talonette fastener, not bulky at all, but invisible under a pleat of the material of the dress. There are two or three other Carnegie models showing this same advanced method of fastening. That's progress.

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mme. helena rubinstein
world's foremost authority on beauty

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Select the precise formulae for your own individual needs from the following daily essentials:

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WATER LILY CLEANSING CREAM—a youth-renewing cream made with fresh water lilies—purifies, rejuvenates. 2.50. Or, for quick cleansing and refreshing—Cleansing and Massage Cream . . . 75¢, 1.25

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YOUTHIFYING TISSUE CREAM—a rich, restorative cream, dispels all signs of fatigue, weariness—corrects dry texture, lines or wrinkles. 2.00, 3.50

● OILY, OPEN-PORED SKIN

BEAUTY GRAINS—a skin-enlivening wash, used instead of soap, refines the skin, contracts enlarged pores, corrects oiliness and blackheads. 1.00

● FLABBY MUSCLES

GEORGINE LACTEE—astringent balsam of extraordinary efficacy, tightens relaxed muscles, corrects drooping chin, braces the contour and restores clear-cut, youthful charm . . . 3.00

● TONE—BRACE

SKIN TONING LOTION—(for Normal or Oily or "Special" for Dry Skin)—closes pores, freshens, prevents lines. . . . 1.25

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SUNPROOF CREAM—neutralizes actinic rays of sun, preventing tan, freckles, sunburn. . . . 1.00

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HAND LOTION, keeps hands smooth, lovely, divinely youthful . . . 1.00

PROTECTIVE MAKE-UP

YOUTHIFYING FOUNDATION CREAM (Weatherproof) keeps powder adherent. 1.00. CREAM OF LILIES... for dry skins; flattering, protective, 1.50

WEATHERPROOF BEAUTY POWDER—in fascinating, new Porcelain Natural and Ivory Rachel 1.50. ROUGE (en creme or compact)—in Red Coral, Red Geranium, Red Raspberry, 1.00

LIPSTICKS—waterproof, exquisite tones... AUTOMATIC, for sports 1.00 —WATER LILY 1.25—ENCHANTÉ for evening 2.00. EYELASH GROWER AND DARKENER—keeps lashes and brows lustrous, guards them from bleaching, grooms them exquisitely 1.00

DISPENSED AT SMART SHOPS OR HELENA RUBINSTEIN SALONS

Good grooming for the coming season demands adequate protection to keep your skin exquisitely youthful...divinely smooth—fresh, fine-textured and unlined!

Sun rays are healing and vitalizing and beneficial—yet they can be *very cruel to your beauty!* Helena Rubinstein, famous facial authority, has made a most extensive study of climatic reactions on the skin...analyzing millions of faces...and developing many of her astounding sunproof creations in the far Orient, where the effect of sun on skins could be most minutely observed.

"Face the sun," advises Helena Rubinstein, "get the full benefit of its powers but safeguard your beauty!" Those fine lines that come from a too-dry skin may later deepen into wrinkles! Over-active glands are equally bad—they distend the pores, coarsen the skin texture and give you a perpetually shiny skin. And unless care is taken to tan evenly and not too deeply...you are only storing up trouble for the future!

To prevent excess tan and freckles...Helena Rubinstein provides the most amazing sunproof cream, and also a sunproof lotion, that actually neutralize the burning force of the sun's ultra-violet rays. To tan smoothly and evenly without burning...a sunburn oil is provided. Likewise an exquisite weatherproof foundation cream to prevent freckles! A weatherproof powder—fine and glamorous—that preserves the delicate transparency of the skin! For every summer need...the ideal protective—in its most flattering form!

Prepare to face the sun. Guard your looks *now*...with thorough, conscientious care—and you will have no cause for regret later!

Helena Rubinstein invites you to call at her Salon for Individual Face Analysis—without obligation. Youth-lending treatments—attractively attuned to present-day incomes—are given by attendants personally trained in the scientific Helena Rubinstein methods.

READ "THE ART OF FEMININE BEAUTY"—BY HELENA RUBINSTEIN—A LIBERAL EDUCATION IN EVERY PHASE OF BEAUTY. WHEREVER BOOKS ARE SOLD, 2.00

helena rubinstein

LONDON

8 EAST 57th STREET, NEW YORK

PARIS

SEEN ON THE STAGE

(CONTINUED FROM PAGE 69)

Le Gallienne, Katharine Cornell, the Group Theatre, and Leslie Howard to a certain extent are already that. The manager as we know him will, if he exists at all, cease to be a dictator, will become a sort of high employee whose business will be chiefly, possibly altogether, financial. In those who have direct contact with the audience will be invested the power of choice and projection. The importance of that can scarcely be overestimated. The theatre's chief creative forces—the actor and the dramatist—will once more rule, the latter a kind of High Executioner to the former.

Such a condition has always had its drawbacks, but its advantages far outweigh them. Indeed, some of the drama's finest flowering has come in those periods when the performer and the author combined their talents from the first idea to its final crystallization and presentation to an audience. One has but to mention Shakspeare and Molière, each of whom happened to be both author and actor, to make the argument invulnerable; they wrote their greatest rôles for themselves.

It is fitting and extremely fortunate that the theatre should be so governed in the romantic age we shall shortly enter. For there can be no doubt that the tenderness (our brand of sentiment) that has displaced the brazen brashness of the jazz-wisecracking decade will soon be too mild to satisfy; life and the arts will then throw their arms wide in that *grand geste* we call romanticism. Consciously or unconsciously, we are now undoubtedly getting ready for that, putting our machinery in exactly the condition necessary for its full exploitation. And preparing the people who must run the machine to run it in such a manner that the product will be a fulfilment of the intention: a consummation more than devoutly to be wished—one to be expected.

"THE WARRIOR'S HUSBAND"

Meanwhile, the old order prevails, if somewhat uncertainly. Only one of the plays the last two weeks brought forth merits attention: "The Warrior's Husband," by Julian Thompson, presented by Harry Moses, who had much to do with "Grand Hotel."

The warrior of the title is Hippolyta, that Queen of the Amazons whom Hercules and his Attic aids fought in order that he might carry out the command of the Gods and gain her girdle—the achievement that is known in mythology as the Ninth Labour. Her husband is Sapiens. His mother, the most powerful arms-and-war equipment maker in Amazonia, agrees to supply the Amazon army when the Greeks are approaching only on the condition that the Queen marry her son—a lad who, like all the males of that land, wears skirts, is bearded and effeminate. A sub-plot concerns the love-affair of Theseus, one of the most masculine of the Greeks, and Antiope, a hardy, swaggering Diana-like Amazon lass. He abducts her at the close of the second act.

That should end the play, for the third act tells little more than that Antiope, in spite of her masculine heritage, manner, and the milieu in which she was reared, is feminine;

when love comes, she reacts as women have through all time: she reveals herself beneath her husky exterior a worthy and normal member of the more delicate sex. Since we suspected that all along, the final act merely corroborates. Which may be drama, but is not good drama.

Thompson employs the method of John Erskine in his novels and of Robert Sherwood in "The Road to Rome." He discards the reverence that so often leads to droning dullness, pictures the folk of a fabulous time and place as similar to us in all but customs and costumes—in short, he treats them casually. His ancients of the Eastern plains speak the argot of today's sophisticated city dweller. The contrast between their quaint, elaborate trappings and the words that issue from them never fails to amuse for a while. But "The Warrior's Husband" provides a highly diverting evening chiefly because of the way it is presented.

That sterling young comedian, Romney Brent, plays Sapiens as no other actor on our stage could. A rôle that, with the slightest overinsistence on what we consider abnormality would be distasteful or worse, he makes continuously and wholesomely amusing. A tour de force in taste and delicate comedy technique. The Antiope of Katharine Hepburn exudes blazing, irrepressible vitality; it manages to be at the same time sturdy and piquant. Colin Keith-Johnston's Theseus possesses the quality that made the Greeks great both in art and war. Irby Marshal's Hippolyta has vividness, power, and authority. The author conceives Hercules as a great, shaggy, lumbering moron, and Al Ochs acts him so—he also "looks the part." Homer is a war correspondent!

Burk Symon has directed the play with unusual effectiveness. He has contrived to give it sweep without slurring the details. And the settings and costumes designed by Woodman Thompson are vivid, remote, splendidly picturesque, beautiful.

"NIGHT OVER TAOS"

Although Maxwell Anderson's "Night Over Taos" was withdrawn after a few performances, it should be mentioned here because of the author's previous accomplishments and also because it was produced by that aspiring organization of young actors which calls itself The Group Theatre, Inc.

Last season the Guild offered Anderson's "Elizabeth the Queen." It proved to be the portrait of a woman and nothing else. The great Elizabethans—Shakspeare, Raleigh, Essex, Bacon—were as lifeless as Guignol dolls after hours. There was practically no play. And, judging by the rest, one was inclined to suspect that it was almost entirely Lynn Fontanne's superb playing of the Queen that made the portrait so fine. "Night Over Taos" converted that suspicion into conviction. It had the same faults and not the one virtue. It was more a statement than a play. The conflict never seemed immediate or real. The people, like the geniuses surrounding Elizabeth in Anderson's previous effort, were (Continued on page 108)



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Cheville Knit \$15.

cotton ribbed
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Nothing could be simpler or more satisfactory than a HARRIET HUBBARD AYER home treatment. It is a carefully balanced scheme of cleansing, nourishing and refining, to which your skin responds at once. Devote a few minutes each day to this rational and scientific method of skin care and you will soon see very definite results.

First cleanse your face with LUXURIA to remove every atom of buried dust and grime from the pores. Massage with SKIN & TISSUE BUILDER, a rich, clear cream that feeds and rebuilds the underlying tissues and tones up the muscles. Then pat your face with EAU DE BEAUTE Skin Tonic to refresh and brighten it; and lastly, smooth in a film of BEAUTIFYING FACE CREAM to whiten and refine the surface and give your complexion the final charm of transparency and delicacy of texture.

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Full instructions for other home treatments are given in the booklet "All for Beauty," which goes into every detail that concerns one's looks. A copy will be sent you free on request to HARRIET HUBBARD AYER, Inc., 323 East 34th Street, New York.

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BAR HARBOR • YORK HARBOR • WATCH HILL • PALM BEACH



FOR THE BRIDE'S LINEN-CLOSET

ALONG with Viennese waltzes and all the other symbols of current Germanomania, comes a taste for the Hausfrau. Suddenly, there seem to be no more attractive creatures in the world than those beautiful blond young women of aristocratic families in Austria and Germany, who roll up their sleeves and go out into their kitchens to bake some particularly delectable "torte," review their linen like an army, and lay their sheets on shelves banded with blue-and-white woven mottoes. To all those who feel this attractive instinct surging in their bosoms, to brides, and particularly to mothers of these brides, we present some of the most luscious blankets, the most lavish bath-towels, and the most delicious linen of the year.

Suppose we begin with blankets and quilts. Never have they been such a temptation to the chic Hausfrau. There is, for instance, the turquoise-blue taffeta quilt shown above, from Carlin Comforts—one of those light, appetizing affairs that you can scarcely resist. Just below it is a North Star blanket, from McCutcheon, in peach colour. North Star blankets, by the way, are lower priced than they have been in years, and there is a wide variety of clear colours, such as apricot, yellow-green, and blue-green. The

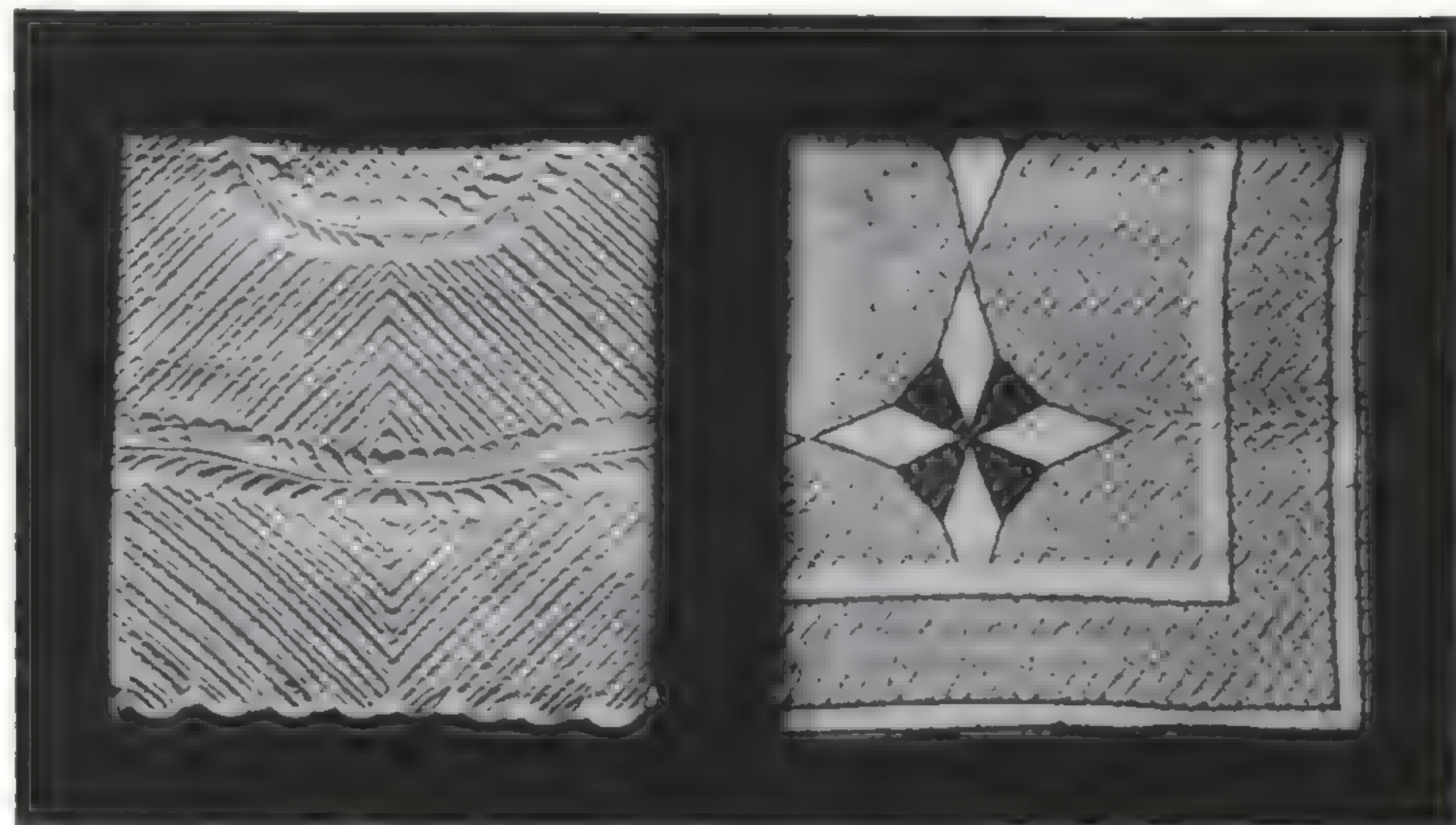
shades match those of the Wamsutta percale sheets—a distinct advantage. And North Star makes a nice all-white blanket, too.

Below, at the left, you will see one of the beautiful quilted sateen bedspreads from Eleanor Beard. This one is the "Imperial" design in peach colour—lovely for a bride.

In the less expensive quilts and spreads, a great deal of Celanese taffeta is being used—and very satisfactory it is, too, since it's non-crackable and unaffected by dampness. Altman has several of these quilts and spreads. Another very inexpensive solution to the problem of bed-coverings is shown below at the right—an "Olde Kentucky Quilt" made by the Louisville Bedding Company. It is printed in a design that suggests hand-work, and it is both gay and serviceable. You will find it at Lord and Taylor's.

The June bride will need a supply of summer blankets, and she will look far to find more charming ones than those with little checks in pastels and white, made by Esmond. They're just the right weight, and she can get them in colours to match her bedroom.

Saint Mary's blankets are for you if you adore deep, luxurious bindings. Men like their new beige-and-rust blanket. The (Continued on page 104)



MARTINUS ANDERSEN



She found
the Right Dress
the Right Man..
and 35¢
saved them both!

SHE knew that underarm perspiration was death to smart dresses and lasting friendships.

So, before she dressed for the party, she used Odorono. Her lovely new dress stayed fresh and sweet. And she attracted the nicest man there. Clever girl—to rely upon Odorono for perfect protection against unsightly perspiration stains and offensive underarm odor.

• • •

It is so easy to offend with underarm odor—even when you yourself are unaware of its presence. Perspiration cannot evaporate from the confined armpit area as from other parts of the body. It remains to cause unpleasant odor and to stain and discolor dresses.

No matter what else you are now using, you still need Odorono's sure protection. Odorono

is a physician's formula that harmlessly diverts underarm perspiration to other surfaces where it escapes unnoticed, safely preventing perspiration and odor.

Soap and water are not enough. Nothing can disguise it. Only Odorono, a non-greasy and pure liquid, can prevent it. With Odorono, both *you* and your *frocks* stay sweet and fresh.

You may use the familiar ruby-colored Odorono Regular that gives the longest protection of all preparations against underarm moisture and odor—or you may prefer the colorless Instant Odorono, so convenient to use while dressing. Both now come with the new exclusive Odorono sanitary sponge applicator, conveniently attached to the bakelite cap. The three sizes are 35c, 60c, and \$1.

ODO • RO • NO

Saves your Dresses... Saves your Charm

BOTH ODORONOS NOW
HAVE THE SANITARY
APPLICATOR

I want...

Instant Odorono to use when I'm dressing in a hurry. It's so convenient, so quickly effective, so dependable.



INSTANT ODORONO

(colorless) may be used any time at all—gives 1 to 3 days' complete protection.



I want...

Odorono Regular because it gives me complete protection for as long as 7 days. It has the applicator now, too.

ODORONO REGULAR

(ruby-colored) is for use before retiring—it gives 3 to 7 days' complete protection.

RUTH MILLER, THE ODORONO CO., INC.
Dept. 5-V2, 191 Hudson St., New York City
I enclose 10c. Please send me samples of Odorono Regular, Instant Odorono and Deodorant Crème Odorono. (In Canada, address P. O. Box 2320, Montreal.)

Name

Address

City State



A lacy durene mesh sports dress ... debonair as a summer breeze

Broad shoulders... belt and buttons in contrasting color... the fabric—cool, crisp, durable durene.

Durene is the **FINEST** cotton, specially processed to assure quality appearance through all its exceptionally long wear... this durene dress, from David Crystal, Inc., is on sale at Bonwit Teller & Co.

Durene
THE FINEST COTTON
QUALITY BEGINS WITH THE YARN

DURENE ASSOCIATION OF AMERICA, 250 FIFTH AVENUE, NEW YORK CITY

Durene hat from Farrington & Evans, Inc.
Durene bag from Virginia Art Goods Studios, Inc.
Durene mesh gloves from Grewen's, Inc.
Durene Caroa shoes from Laird-Schober & Company

FOR THE BRIDE'S LINEN-CLOSET

(CONTINUED FROM PAGE 102)

American Woollen Company's blankets are made with a light shade of a colour on one side, and a darker shade of the same colour on the other. Mariposa is one more name you should conjure with. This manufacturer has a nice "Dartmoor" blanket with a tricolour pastel border that you will like.

Bath-towels are something to swoon about, this year. They're so marvelously soft and thick, and the black accents now so smart set them off to perfection. Coffee coloured towels are the newest. Peach and green lead the bathroom rainbow, with yellow and wistaria following after, and good old pink and blue lag behind. At the Maison de Linge, the black is in a subtle hemstitched-looking line—and you get a big mound—six bath-towels, six face-cloths, and a bath-mat—for about fourteen dollars. It's a gift! The modern monograms are extra. The Maison de Linge also has a striking "Kabul" towel with a black-and-white border that looks vaguely African. One of Mosse's favourites is the "Sierra" design, a solid pastel on one side, and white on the other, with a border of triangles. This shop reports a terrific demand for the all-white towel, and its "Vigorub" towel is woven in white in a squared, ribbed effect. The white or coloured monograms fit four of the squares. And Cannon has some quite inexpensive towels with ships on them that are amusing for the seashore.

THE CHIC OF ALL-WHITE

There's been a tremendous reaction to all-white linens, according to Mosse. During the jazz age, people went on a colour jag. But now, the cheapest articles are so highly stylized and colourful that many women are demanding white. It's so clean-looking. And it's much safer if you can't depend on your laundress. Laundresses lie about lye, this shop reports, adding that women should care as much for their linens as for their lingerie. After all, more people see the linens! You should give your laundress instructions yourself—and see that she follows them.

For the smart kitchen, Mosse has some attractively boxed sets, including glass-towels with little glasses silhouetted on their coloured borders, silver-towels with silver silhouetted, and dish-towels with dishes. Or, if your Hausfrau interests don't extend that far, there's a towel with a bright vertical stripe and B A R on it in big letters.

Sheets are most in demand either in white or in peach; blue and green are

not so popular. Peach is a favourite because it's the most flattering shade in the whole rose gamut. There's more saffron-natural skin tone in it.

The Grande Maison de Blanc, of New York, has an impressive collection of white linen sheets. One is embroidered with three big scallops, and another is hemstitched in squares. Kargère reports a great trend towards simplicity in bed-linens. Heavy embroidery and lace on linen sheets are somewhat out of favour, but the simpler linen sheets and crêpe de Chine blanket covers to match are popular. Frenchwomen have always preferred white, according to Kargère, but American women find the flesh and peach shades more becoming.

MORE ABOUT SHEETS

There are very reasonably priced linen sheets to be had at the Maison de Linge. And their damask sheets are a New Idea, and a charming one. They are made of the finest cotton, very shiningly white, and have a lovely rose design on them. The price is about nine dollars a sheet. Every bride ought to have a few pairs in her trousseau, if only for variety. All the best beds in Czechoslovakia wear them, and they muss less than any other sheet, says the Maison de Linge.

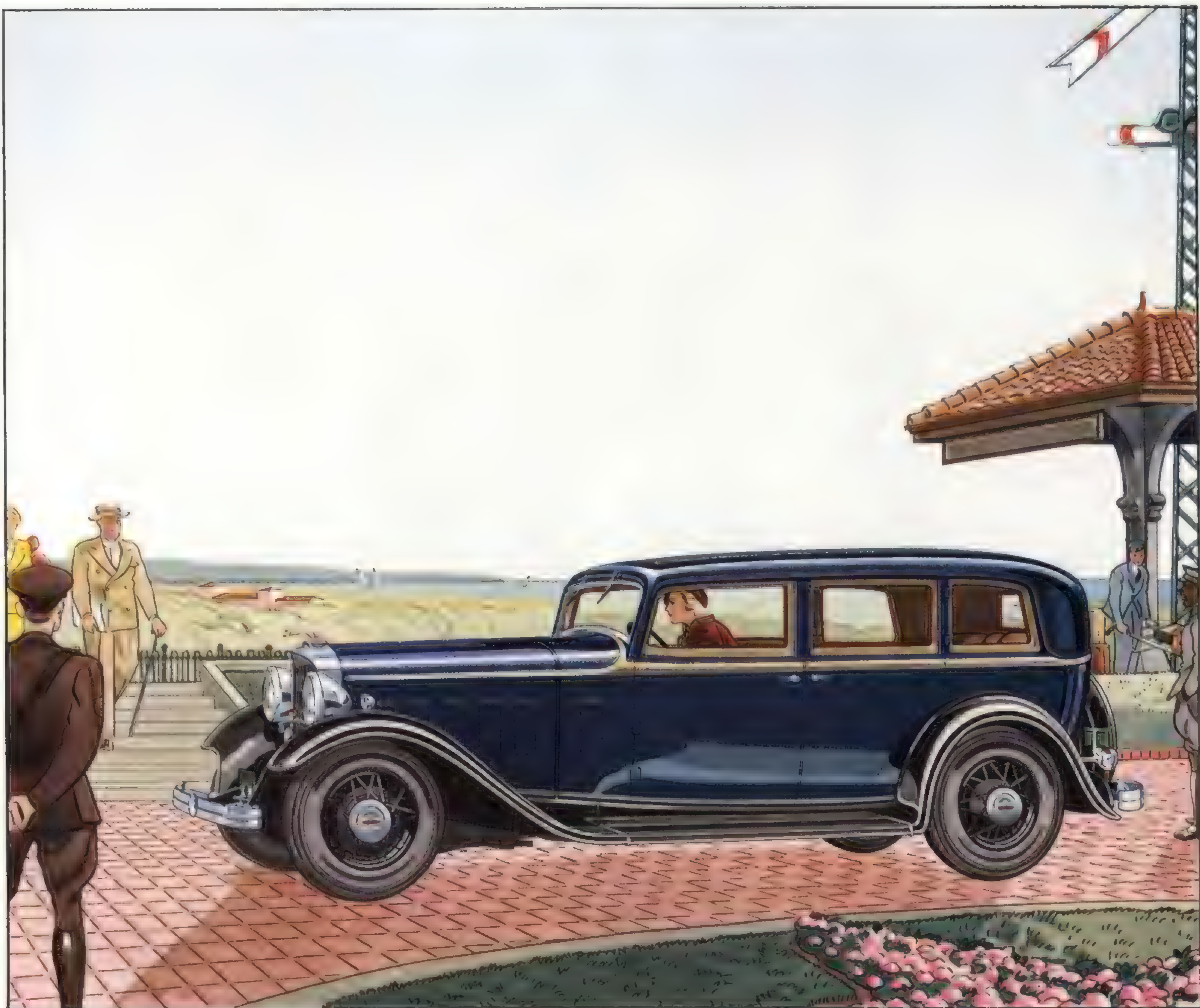
But how about percale? Many women think that nothing else is quite as satisfactory. McCutcheon has embroidered Wamsutta percale sheets in entrancing colour combinations. There's one in peach with a blue border and fine work, for instance, and another in turquoise with white. Mosse and the Maison de Linge have Wamsutta percale sheets also. The Utica percale people have had an inspiration—piping in a pastel colour on their white "Pipedtint" sheets. The effect is very dainty.

Summer spreads and blanket covers are as attractive as they are inexpensive, this season. Something to make your mouth water is McCutcheon's seersucker spread in a cool, pale green with a big green and yellow monogram on it. It won't muss, of course, and costs extraordinarily little. McCutcheon's white spread with green evergreen-trees all over it would be fine for the mountains. And the appliqué spreads there in dainty pastel colours are entrancing.

Incidentally, if you are very domestic, you might like to make your own appliqué bedspread or quilt, and Vera Willis's *Embroidery Design* just published by Dutton's tells you how this can be done.

NOBLESSE OBLIGE

During the week of Memorial Day, the annual sale of Buddy Poppies will be held to raise much-needed funds for relief-work among disabled and needy ex-service men. To thousands of War veterans, invalidated in Government hospitals, poppy-making is the sole occupation throughout the year. The proceeds of the sale are used entirely for relief activities, prominent among which is the maintenance of the National Home for Widows and Orphans of Ex-Service Men. So do wear a Buddy Poppy on Memorial Day



THE LINCOLN V-8 . . . SEVEN-PASSENGER SEDAN—\$3300 AT DETROIT

Lincoln Quality at Lower Price

THE LINCOLN is built without restriction to quality. Only one standard governs the construction of any part. It must be the best that modern ingenuity can devise.

Neither expense nor effort is spared in the pursuit of this ideal. At the command of Lincoln are extensive research laboratories, able automotive talent, a control of finest materials, and a manufacturing plant world-famous for its precision methods and for the completeness of its up-to-date equipment. This unique Lincoln background has been made possible only by means of the unqualified support of the Ford organization.

Both the V-12 and the V-8 are built to the same high standards of mechanical excellence. The 8 cylinder Lincoln, in eight standard body types, represents a remarkable opportunity for Lincoln ownership at prices considerably less than ever before. It is now priced at Detroit as low as \$2900, fully equipped.

Those who appreciate fine motor cars have given a warm welcome to the Lincoln 8. Its beauty is strikingly modern. Its luxurious comfort, riding qualities, ease of handling; its safety, smooth performance, and endurance are all of that high quality that might be expected by those who know the Lincoln best.

THE LINCOLN

THE LINCOLN EIGHT IS PRICED FROM \$2900 AT DETROIT

The Kentucky Derby

GALA DAY IN SPUD'S CALENDAR, TOO



LOUISVILLE, KY. May 7th. It's Derby Day again at Churchill Downs...the most brilliant occasion in the entire Racing Calendar. In Grand Stand and Enclosure...gay, colorful, kaleidoscopic...gathers the court of the sport of kings. Men and women who know a thoroughbred...whether it be a three-year-old or a cigarette. Discerning smokers, many of whom wager on Spud's moist-cool, clean taste and mouth-happiness...wager *and win!* • **SPUD MENTHOL-COOLED CIGARETTES**

Sheets

OF SHIMMERING BEAUTY



Settings by W. & J. Sloane, Fifth Avenue, New York

More and more smart beds this year are wearing sheets of Utica Percale. Their lustrous beauty and soft, silky texture gives them an appeal that most women find simply irresistible.

Ask for Utica Percale sheets and pillow cases at your favorite department store. Should you find this store has not yet stocked them, write us direct.

Utica and Mohawk Cotton Mills, Inc., Utica, New York.

UTICA
Percale Sheets

LOOK FOR THIS LABEL—A
IN SHEETS AND



GUARANTEE OF PERFECTION
PILLOW CASES

FASHION SWIMS IN A PERFECT FITTING JANTZEN

GOING PLACES » » IN THE NEW
FORMAL

● Backs are tremendously important this year. Witness the new Jantzen Formal—featured suit of the Southern beaches during the Palm Beach season. A chic back design with formal effect, contrasting shoulder straps and smart knitted belt—an ingenious adjustable draw cord in the back hem to assure a perfect fitting back always. Typically Jantzen in its smooth, comfortable, perfect fit. Jantzen quality is the highest and prices lowest in Jantzen history. You'll find the famous Red Diving Girl emblem on the label of every genuine Jantzen. Jantzen Knitting Mills, Portland, Oregon; Vancouver, Canada; London, England; Sydney, Australia.



CASTLES IN IRISH AIR

(CONTINUED FROM PAGE 96)

as to do some one else's work instead of our own. The garden boy will saddle your horse for you, the groom help you to plant your bulbs. The parlour-maid will leave the door unanswered—"Sure, will you have some patience!" when the bell rings)—to be your lady's maid with an immense personal interest in your appearance, and the chauffeur may be found cleaning out the stable. I am assuming that you are an English or American visitor bringing with you your grand English and American ways. In an Irish household, there is a wonderful being called a general man, who is groom, chauffeur, and gardener in one (and a thousand other things as well to the children whose friend he is). The servant problem, incidentally (if you know how to treat them, not as the employers of an Irish maid who ran away from her London situation after one day, "because they called me Kelly like as if I was a boy or a dog"), hardly exists. The glowing fires of turf and wood in an Irish house welcome you home, and an extravagant kitchen fire heats the water even though you have to travel half a cold mile to the bathroom. And if, going to your room, you fall over a sod of turf dropped at the door, that is only an introduction to the beauty of the dim, shabby room in

the firelight. And you may touch a switch in these days and have the Shannon Scheme to light your bedroom, where a year or so ago we dressed night after night by candlelight. They knew how to furnish these Irish houses in the great days with good furniture and chintz, old and beautiful, cold to the touch and thin and faded. You sleep quiet nights between sheets of fine old linen polished like silk. The candlelight suited these rooms as it suits the dining-room down-stairs, where at night the heavy silver reflects it, although it hasn't been polished as it ought to be, indeed, this long while.

Half a dozen dogs disputing with one another the best place on the hearth-rug are part of the atmosphere. One of them will get up and accompany you to your room, when you go, with careful politeness, where he will lie in the firelight with the rug to himself, watching you change, with sad Irish eyes, mindful of his responsibility for you. He might be saying: "You'll be staying now." . . .

EDITOR'S NOTE: If you are contemplating buying one of these romantic houses in Ireland, you can apply to Jackson Stops and Joyce, Dublin, through whose courtesy the photographs of the castles are reproduced.

AN OLDER WOMAN'S A-B-C

(CONTINUED FROM PAGE 78)

the brow to a simple knot or curls.

"I can't wear that" is a phrase you should avoid. Prejudices limit your possibilities. Be a good sport about trying something different sometimes.

Jackets are your friends, for street, for sports, for evening. You can wear any type except the bolero.

Keep your figure trim. Be willing to spend on your corsets and besides, every so often, take an exercise course.

Lengthen your skirts only as far as the present fashions demand. Don't think just because you have grandchildren, you must step out of the fashion picture. See page 79.

Mirrors don't lie. Back-up to yours before you decide on a dress. People see you going as well as coming!

Neck-lines are the most vital part of a dress for you. Get a becoming neck-line, and fit will take care of the rest of the dress. Cowl neck-lines are now rivalling the old surplice line, and they're tremendously flattering. A scarf will often do the trick, too.

Older women often have much more chic than younger ones. But it takes wisdom to steer between the perils of stark unbecomingness and fussiness.

Prints of the small, neat variety with dark backgrounds are good. But you can choose a big pattern if the colours are softly blended, not spotty.

Quirks and whims of fashion are not for you. Heed the fundamentals of the season's mode, but don't go in

for the fads that delight a débutante.

Richness can well mark your evening clothes. You have the dignity to carry it. No one else can quite so well wear the dress of great formality.

Skirts, to look best on you, should have the fulness removed from the sides so they appear to hang straight.

Tip your hat down on the right, up on the left. It will not only be smarter, it will be more becoming than one plumped straight on your head. And do have a hat with a brim this year.

Uniformity in older women's clothes is depressingly prevalent. Don't be lazy about your clothes, but choose something individual and flattering.

Variety is the spice of life in your daughter's wardrobe. But not in yours. One really good dress is better for you than six shoddy substitutes. If you like some colour like dark rose-red or heliotrope-blue, don't be afraid of wearing it again and again. Now, if ever, you have a personality to express. Or, if some dress has especially becoming lines, have it copied instead of seeking a change. One good neck-line will stand a dozen repetitions.

White hair is one of your greatest assets. Never, never dye it. If you do, you'll look older, not younger.

X, Y, Z are the indescribable something: the frequent manicures, occasional facials, and all the little finishing touches of good grooming, which you must make an effort not to forget if you want to emerge truly chic.

JANTZEN KNITTING MILLS, (Dept. 64), Portland, Oregon

Please send me style folder in colors, featuring new 1932 models. Women's ☐ Men's ☐

Name _____

Address _____

“I know Make-up Lotion
can make any skin look lovelier”

KATHLEEN MARY QUINLAN



First MAKE-UP LOTION . . . then Poudre des Perles . . . this is my Exquisite Finishing Treatment. I can promise that Make-Up Lotion will lend a lovely new glamour to your skin, but will never make it look artificial as the old “liquid powders” do . . . it is natural, delicate, transparent.

POUDRE DES PERLES—fine and clinging and flattering—now comes in a lovely crystal jar so that you can choose exactly the right shade for your skin. In ten enchanting shades.

MAKE-UP LOTION will transform and glorify your skin. The instant you use this delightful preparation, your skin takes on a lovely, even, pearly tone. Imperfections in texture disappear.

Your skin looks fairer, finer, exquisitely young!

Make-Up Lotion blends smoothly into your skin. You never look “made up.” It is utterly natural. When you use it, it is part of “you”—but a “you” more delicate and more enchanting.

And I have planned the formula of Make-Up Lotion so carefully that every application is actually beneficial. In it is a gentle antiseptic that protects your skin and helps to clear it.

First my Make-Up Lotion—then my gossamer

Poudre des Perles . . . follow this exquisite Finishing Treatment and your skin will be flawless.

If you cannot purchase Make-Up Lotion at your favorite store, I will send you a complimentary bottle. Just mail the coupon at the right.

My other treatments for effective home care are for Complete Cleansing; for Scientific Nourishing and Firming; for Double Chin and Sagging Muscles; for Stimulating Circulation; for Blackheads and Large Pores; for Acne; for Quick Rejuvenation before Make-Up; for Keeping Eyes Young.

You will find all my preparations at the better stores. Or you may write me direct at my Salon, 655 Fifth Avenue, New York.



KATHLEEN MARY QUINLAN, Inc., Dept. B-3
655 Fifth Avenue New York, N. Y.

Please send me without charge a bottle of Quinlan Make-Up Lotion—perfect powder base and finishing lotion.
(Check the shade that harmonizes with your own skin tone)

☐ Flesh

☐ Light Cream

Name _____

Address _____

Copyright, 1932, by Kathleen Mary Quinlan, Inc.

Kathleen Mary Quinlan

HATS

and

GLASSES!

*Smart Hats and **FUL-VUE** glasses are boon companions!*

GOOD HAT STYLE—good glasses style—now you can have both! See how beguiling these new hats are with modern Ful-Vue glasses. Their raised side-bows, eye-revealing streamline, contribute a new harmony to the saucy tilt of a Monte Lupa straw or the rakish flare of a "landlubber" sailor. Treat yourself to new hat triumph by giving your eyes the benefit of Ful-Vue glasses. Go to a style authority for the hat. For the glasses, go to a man of highest skill and experience.



STICK to the simple, but not quite the straight, is the idea of this afternoon hat of Monte Lupa straw with its bias complex. It's a hat that's bound to see the world and be seen by it—all the better through eyes that wear Ful-Vue glasses.

WHITE rough straw, with its flair for sailors, adds a veil that flares for style! Don't let the downhill line of old-fashioned glasses spoil the last-minute fashion of this town-wear hat. Ful-Vue glasses—with streamline side-bows—are the answer.



HERE is a capricious garden-party hat that wears its amusing little nose-gay in a most unexpected place. The eyes have it in a hat like this, and those eyes must know the flattery—and vision—of Ful-Vue glasses.

BLITHELY combining crocheted brown wool and tricolored ribbon with one becoming gesture, this pert sports hat pulls down on the right to call attention to the eyes. Then, if ever, must those eyes wear Ful-Vue glasses.

SEEN ON THE STAGE

(CONTINUED FROM PAGE 100)

puppets gesticulating. It lacked the cumulativeness without which drama is like a motor-car before it has been assembled.

Except for the lovely setting and costumes designed by Robert Edmond Jones and, now and then, Edward Bromberg's acting, the production was no better than the play.

"LIFE BEGINS"

Mary McDougal Axelson, whose drama entitled "Life Begins" was presented at the Selwyn by Joseph Santley, appeared to have a fondness for fancy phrases and had deluded herself into considering them poetry. In her play, she contrived to restrain

her penchant, but a "Foreword" to her work quoted in the program told all. Her theme is birth. What there was of action in Mrs. Axelson's play took place in the Maternity Ward of a city hospital.

Several of the actors did good work. Especially Joanna Roos as a young girl who was serving a twenty-year prison sentence for murder and who was brought to the hospital that her child might be properly delivered; Alan Bunce as her husband; Glenda Farrell as a cheap vaudevillian and night-club habitu , and Richard Tabor and George Henry Troders. But the most brilliant acting in the world could not have made "Life Begins" more than a series of vignettes.

PUTTING ON LOCAL COLOUR

(CONTINUED FROM PAGE 63)

enclosing a view of the port, silk handkerchiefs unbelievably cheap, and shoes made of coloured linen, but we must cease our shopping, for the trunks are overfilled, and it is the date to leave. Our plan is to motor through Switzerland, through Bavaria, to the Austrian Tyrol, which provides opportunities for the souvenir hunter, for here the clothes are in much the same tendency as the current mode, with padded shoulders and lapels, brass buttons, and billy-cock hats.

In Salzburg, there are three clothes shops where the Europeans are rabid to "go Tyrolian," for the little jackets, such as the red and blue ones with old coin buttons worn by Mrs. Carroll Carstairs and Mrs. Robert H. McAdoo in the sketch on page 63, are terribly smart. Mr. Lanz supplies a variety of coats and capes, jauntily cut out of coarse materials. Mr. Jahn's specialty is in making short leather jackets to any design in any colour at the minimum notice. Miss Lillian Gish, Miss Iris Tree, Madame V. Bismarck, Princess Obolensky might all be mistaken for Svengali's Trilby in their short, military, silver-buttoned jerkins. Kommer is busy staging and managing these shopping feasts. In these small stores, garments are snatched from hand to hand. In the heat of the excitement, many too many suits are ordered. It is said that Mrs. Harrison Williams has bought one hundred pairs of short white leather or linen pants, which she will wear at Palm Beach, and she can not resist (how could any lady?) an outfit that Robin Hood might have worn in the forest of Sherwood.

And so it goes the world over. In America's "West—" blue canvas dungarees, leather jerkins, large sombreros, and wind-breakers, made of leather or imitation leather, patterned in checks of various sizes and colours, with elastic belts. They are piled to the ceiling in the local store and can be had for a small coin. Certainly, no one is more entitled to wear this local Western stuff than Miss Hope Williams, whom you can hardly tell from her brother, Barry Williams, in the sketch on page 63. Both Miss Williams and her brother have spent so many years on their ranch near Cody, Wyoming, that they wear the cowboy clothes as naturally as the natives. In

Havana, white canvas boots, soled and decorated in geometrical patterns in black rubber, black laces, looking like an acrobat's or tight-rope walker's footwear, and infinitely suitable for the tennis-court. In Mexico, belts with silver studs, and, if you are the kind who likes barbarous jewellery, here is your big opportunity for beaten nickel and Aztec silver. Here, too, are sequin-spangled skirts and enormous hats, which will come in useful for the fancy-dress party, if nothing else.

But, beware, you must be wise and discriminating in the junk you pick up right and left, just as you must be with the rest of your wardrobe. Because Princess Obolensky wears a Tyrolian peasant's jacket with complete success while drinking her morning chocolate at the Caf  Bazaar in Salzburg, little Miss McGinty of West Side must not be under the impression that she can stroll out upon the golf-links sporting a pair of sailor pants. The rules of suitability and practicality apply, and there are many pitfalls open to the novice when these oddly assorted garments are practised. For every detail must be right. Nothing can be overdone. The right shoes have to be worn and also the necessary swank. You must not wear an African necklace and be ashamed of it. You must be cocksure in your Saint-Tropez hat; you must not blush when your *lederhosen* are remarked upon.

Snap, the locks are clicked open. Trunks are unpacked. With what pride and satisfaction are these innovations produced. These glamorous relics of your journeys assume a double importance because they have been well earned. Somehow, it is not playing the game to accept these native clothes at second hand, but, if you have spent some time on the moors of Scotland, you deserve to buy those yards of tweed and tarleton. It is only after a visit to Poland that you are entitled to wear that ultrasmart military coat with magenta tassels and scarlet revers. These packages have been your children while on your journey, so carefully tended during the turgid weeks of travelling discomfort, taken out of their wrappings every now and again for you to have another reassuring look. They have been prized and tenderly guarded from the clutches of relentless customs officials.



DOCTORS use it **DENTISTS** use it **HOTELS** use it **HOLLYWOOD** uses it **BROADWAY** uses it



KLEENEX
disposable tissues

'KERFS

... are a formal version of Kleenex... exquisite tissues, smartly bordered... nice enough to appear as "regular" handkerchiefs or tea napkins.

You should use KLEENEX too!

for handkerchiefs...
for removing cosmetics...
for a dozen uses every day

WHENEVER a disposable tissue is selected by an authority, it is sure to be Kleenex.

Doctors use Kleenex in their practice, knowing its softness, its sanitary and absorbent qualities. They often urge patients to adopt Kleenex in place of handkerchiefs to prevent self-infection during colds. (Kleenex costs so little that each tissue may be used once and destroyed.)

Broadway and Hollywood . . . lavish in the use of cosmetics . . . aware of the necessity for removing make-up thoroughly . . . select Kleenex because nowhere else have they found such marvelous absorbency.

Hotels . . . more and more of them . . . are supplying a little packet of Kleenex for each room. It saves towels from cosmetic stains, as women discovered long ago. Naturally, hotel owners selected *Kleenex* for their patrons as the only tissue enjoying such nationwide approval.

TRY KLEENEX FOR . . .
a dozen different purposes! Get a package and examine carefully these soft, delectable tissues. Let your imagination conjure the dozen daily duties these handy little tissues can perform!

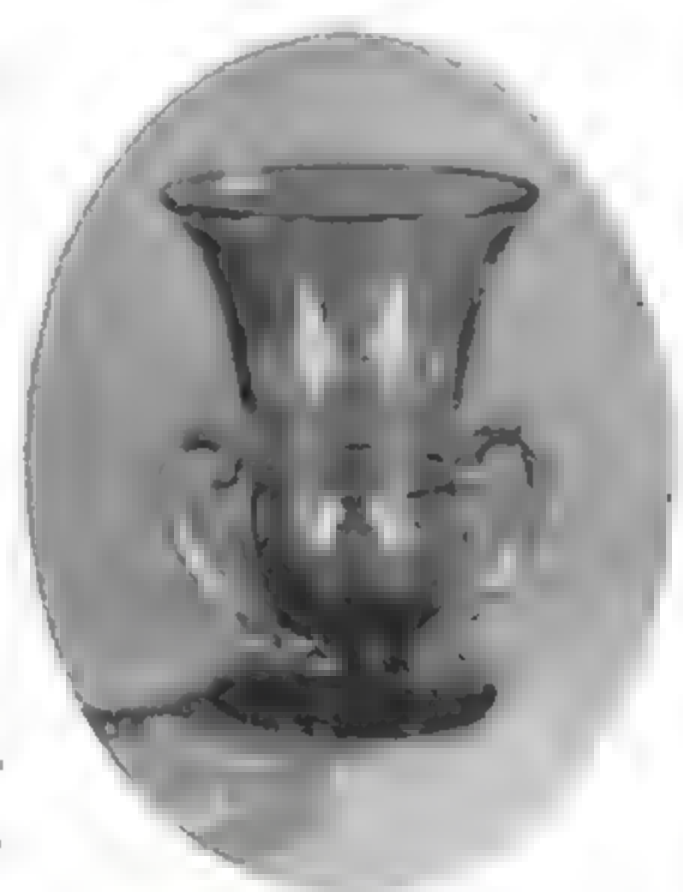
They'll polish your glasses *glisteningly*. Wipe your nose *gently*. Remove cold cream *completely*. Blend rouge, powder *naturally*.

Any drug, dry goods or department store will exchange a package of Kleenex for a surprisingly small sum.



1932 IN PURPOSE . . . 1732 IN PATTERN

Nothing is smarter at the start of a luncheon or a dinner than an iced-appetizer (tomato-juice cocktail, fruit cocktail, clam-juice cocktail, cold shrimps, etc.). And nothing is quite so perfect to serve it in as this Fostoria iced-appetizer set, consisting of an ice-bowl and 3 containers of different shapes and sizes that fit into the bowl. The set illustrated is in the lovely, old "Hermitage" pattern and comes in 6 colors.



A TOUCH OF COLOR

This quaint Fostoria vase, containing a few old-fashioned flowers, lends just the accent of color needed in so many rooms. Beautiful in itself, it adds beauty to the flowers it holds. It comes in green, crystal, ebony and topaz, and is surprisingly inexpensive.



A GIFT SET

Whether you're dry, damp, or thoroughly wet, here is a Fostoria drinking set that will delight you. It consists of 6 highball glasses, 6 "old-fashioned" cocktail glasses, and 6 "ponies" that you may use at your discretion. Packed in an attractive gift box, you can get this set in any one of 8 colors, or a rainbow combination of all.

To get the smartest and latest information on table settings, both formal and informal, write for the interesting booklet, "The Glass of Fashion" . . . Fostoria Glass Company, Dept. V-5, Moundsville, W. Va.



INTERCHANGEABLE ECONOMIES

(CONTINUED FROM PAGE 81)

wears one, sometimes the other. But for most making-over of daytime dresses, you will find the sleeveless gilet and the high-tied Vionnet-ish jacket the most helpful. There is a Vogue pattern for a gilet, No. 5920, in case you decide to make one.

Then, besides the little short printed jackets and gilets to rejuvenate plain dresses, there is the long printed coat, which is very new indeed worn over a plain crêpe dress, and to see how this looks you can turn to the April 1 Vogue and see the Mainbocher ensemble with the printed daisy coat.

If you have an old suit that looks too, too familiar, there are, of course, unlimited bright, short little sweaters to make a new thing of it. Or you can have a madly striped scarf, which you wear tied around your neck with the ends tucked under the revers of the coat so as to make the bow neat and flat. Another thing to be done with stripes this year is to have a scarf made of them to wear with a plain dress, with the scarf tucked into the belt; you can see how this is done in the March 15 issue of Vogue.

In the evening, there are also a whole bag of tricks for making old dresses look new. Illustrated with this article is a décolletage that has been enhanced by the addition of a scarf in a bright colour. Or you can have a scarf like those on so many of the smart evening dresses of this season—coming across the front loosely, covering the tops of the shoulders, and knotting behind.

But, by far the newest and gayest embellishment of evening dresses is the cape. These romantic things are the latest contribution to evening glamour, and they are ideal for making something fascinating out of your old and well-worn last-year's dress. The Mainbocher evening cape, which is illustrated herewith, is nothing but a straight piece of satin banded with magnificent silver fox, which crosses in front and ties around your waist. Most of the evening capes have this new fastening—crossing and tying around the waist. Some are very short and some not so short. But this is the place to use your old silver fox scarf and give it a new lease on life.

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 88)

dazzled the world with her lovely silvered green eye shadows, Kathleen Mary Quinlan has introduced a green mascara, known to Quinlan devotees as "Cosmetique," to supplement them. Don't think for a moment that because your lashes are black or brown, you can't use green on them, because you will find the effect spectacularly flattering. This specialist has also packaged her "Mist of Dawn" powder, a delicate powder with the fineness its name implies, in a charming pink-and-silver box.

When Instant Odorono was introduced in the bottle with the convenient little sponge applicator, women welcomed it as one of the most inspired bits of equipment ever presented, with the result that the makers are now putting up the Regular Odorono, the ruby coloured liquid, with the same applicator. At the same time, this company is publishing a comprehensive group of directions for the use of Odorono, which can prove a very present help to those who are in doubt as to what strength deodorant is adapted to their needs.

Peggy Sage has a new and glamorous platinum polish for your finger-nails that is effective without being conspicuous. Applied over the entire nail, it lends a satiny gleam, or, put over the free tip of the nail, it gives an accent to rose or scarlet finger-tips. The Peggy Sage manicure products are all packaged in smart, new, modern bottles that make them even more welcome than usual. The polish bottles have little pointed caps that screw on tight to prevent evaporation, yet are very easy to open. The cuticle cream and cuticle oil both have smart new containers, and the entire series in its new costumes can be purchased at the Peggy Sage salon, where you can get one of the most superior manicures in New York, or at leading shops throughout the country.

If you are one of those who would like to do a little improving on Nature in the matter of your hair shades, but who don't want to go in for dyeing, there is a new type of preparation made especially for you, known as Nusheen Vita-Color. This is a harmless vegetable colouring that comes in a series of thirteen colours, ranging from platinum blond to raven black, and improves the condition of your hair the while it accentuates its colour. Since it is of vegetable character, it can be shampooed out any time you like. The platinum grey rinse is a joy to the woman whose hair is greying, since it brings out the silver of the grey hairs, gives a lustre to the hairs that have not changed in colour, and fades away the yellow streaks. Or, if you have only a few prematurely grey hairs, these rinses, in the shade that complements your natural hair colouring, will gradually conceal the grey tone by blending it in. The henna shade can tone down hair that is too brilliant, as well as brighten hair that is dull. Whatever shade of hair you have, you can find a Nusheen rinse that will do something pleasant for it. You can purchase these at the nearest drug or department shop.

A truly lovely sachet is a rare thing in beauty equipment, which is a surprising state of affairs, since there is nothing so delightful to possess and so successful in giving a cachet, as well as a fragrance, to your lingerie drawers. Alexandra de Markoff has provided a triumphant solution of this matter in sachets that are as smart in appearance as they are exquisite in fragrance. They are tailored envelopes of white satin, and the fragrance is the new de Markoff floral blend, which is fresh, lovely and enduring. These sachets are packed in a smart garnet and white box. You will want them for yourself, but they make an ideal gift; from Saks-Fifth Avenue.



Ever eat

a tomato

right off the vine?

that's

HEINZ TOMATO JUICE



IF YOU have ever eaten a big, luscious, ripe tomato right off the vine, you have tasted the rich, garden-fresh flavor that makes Heinz Tomato Juice deliciously different.

Perfect red-ripe tomatoes selected from the world's finest crop—pressed and packed the day they are picked, give Heinz Tomato Juice that matchless, natural fresh flavor. You get all the food value of the ruddy, fully ripened Heinz tomato at the height of its scarlet goodness—all of its essential health-giving vitamins—even its delicate aroma.

Your grocer sells Heinz Tomato Juice in both tin and glass containers.

H. J. HEINZ COMPANY ONE OF THE
PITTSBURGH, U.S.A.
TORONTO, CANADA
LONDON, ENGLAND

57

HEINZ Tomato Juice

Here's Simple Way to Really Get Rid of Hair on Arms and Legs

That Completely Banishes Coarsened Re-growth



A discovery that is proving to the wonder of the cosmetic world that hair can not only be removed instantly, but its reappearance delayed amazingly

AWAY of removing hair on arms and legs has been found that not only removes every vestige of hair instantly, but that banishes the stimulated hair growth thousands of women are charging to the razor and less modern ways. A way that not only removes hair, but delays its reappearance remarkably.

It is changing previous conceptions of cosmeticians about hair removing. Women are flocking to its use. The creation of a noted laboratory, it is different from any other hair remover known.

What It Is

It is an exquisite toilet creme, resembling a

superior beauty clay in texture. You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone; so completely that even by running your hand across the skin not the slightest trace of stubble can be felt.

And—the reappearance of that hair is delayed surprisingly!

When re-growth finally does come, it is utterly unlike the re-growth following the razor and old ways. You can feel the difference. No sharp stubble. No coarsened growth.



The skin, too, is left soft as a child's. No skin roughness, no enlarged pores. You feel freer than probably ever before in your life of annoying hair growth.

Where To Obtain

It is called NEET—and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

279B

Neet Cream Hair Remover

THIS
Distinguished
Service Button
IS THE MARK OF A
GOOD UMBRELLA



This is Olympic—slim, graceful, modern.

Please pardon this Follmer, Clogg umbrella if it seems a trifle vain. Its pride is in its tiny **fc** button. Those letters, gentle reader, are the symbol of everything a good umbrella should have:

fashion Consciousness—a vigilant Fashion Bureau keys every color, design, every detail to the current mode.

flawless Covers—every silk cover used is of expertly woven "umbrella silk," made in Follmer, Clogg's own mills.

faultless Craftsmanship—insured to you seven-fold by seven inspections.

Follmer, Clogg umbrellas are made sturdy to serve you well in wind and weather; they are made beautiful to devastate you with their charm. One look (we warn you!) and you'll want a Follmer, Clogg for every costume.

Umbrellas for Dress, Tailored, Sportswear... for Suitcase... Motor... Golf. Sunbrellas... Pajamasols. Distinctive, moderately priced styles for men, women, children, at leading stores everywhere. Should you fail to find them, write Follmer, Clogg & Co., Lancaster, Pa. Other offices: New York, Philadelphia, San Francisco.

**FOLLMER
CLOGG
UMBRELLAS**



Look for this Distinguished Service Button, or "Follmer, Clogg" on the rib.

J A M A I C A A Q U A T I C

(CONTINUED FROM PAGE 77)

north to Port Antonio, with its beautifully gardened Hotel Titchfield. In midsummer, this hotel is closed, but, when we were there, it was still open.

We clambered down the steep garden walks to the water's edge, where a boatman rows you out to the most curious bathing-place I've ever seen. Out in the bay is a spot where the water is shallow, with a sandy bottom, and there the hotel people have built a long bathing-pavilion. There are bath-houses and steamer chairs, and one can go off a deep end or a shallow one. It's like bathing in the middle of the Atlantic on a stationary raft and being safe at that. And, after you've bathed and sunned and sunned and bathed, the boatmen row you back to the Titchfield landing, where you order the whole works on the menu and feel courageous enough for the afternoon's adventure. And that is to be an adventure.

BOATING AND BATHING

You drive with a boy guide about five miles up the Rio Grande river road. The boy takes charge of your car and promises to meet you anon. There, on the flat, low river are long bamboo rafts; at the back end is a more or less comfortable seat; you sit, two on the seat about a foot above the water, and the miracle is that, in that five miles down the river through the rapids to the sea, you hardly get wet. Those coloured boys pole you along expertly and with just enough speed to frighten, but never terrorize you. You go safely along a mile or so. The tropical wide river is a thing of beauty and interest, and then around the corner are the swift rapids. You clutch your neighbour, your skirts, and the bamboo seat, and then you witness expert seamanship, or what would you call it on a river? Two hours of lazy poling and rapid shooting, and there is your grey roadster, waiting among the cows on the river bank.

On again in a couple of days; west along the coast to Dunn's River, and here another bathing novelty is waiting for us. Dunn's River pours down the mountain and, at the bottom, pours into basin after basin worn flat by the constant fall. You park your car in a grove by the road and clamber down a steep, but beautiful path. Below is a crescent beach with shallow water and the falls of the river splashing into it. You slip into a bathing-suit in the clean bath-houses and sit under the cool, fresh falls. Then down into the salt sea, which feels absolutely hot and then swim out into the warm salt lagoon. You can't make up your mind which you like the better, so you try them again and again.

Then you pick up your car and either motor up the mountain to Shaw's, a most genteel hotel, which one feels is a private house, or else drive along the coast further west to Saint Ann's Bay.

Saint Ann's is like an English or New England fishing village. It clambers right down to the sea's edge, with its wharves and white-fenced houses—the main road runs parallel to the sea. Half-way up the hill is the old

Osborne House—a double-galleried frame hotel, set in a small park of palms and bananas. The food is marvellous, and the bartender one of the best in the West Indies. The balconies are filled with plants, vines, and flowers, and, in the moonlight, nothing the world has to offer can be finer.

The next morning, the charming lady of the house gives you the key to the private bathing-beach of the hotel, about two miles back on the road you've come by. You unlock an old iron gate, relock it, and drive a good half-mile through a cocoanut grove to the sea. And what a sea! A thin white crescent beach long at either end—and not a living soul to disturb you; so, if it is a family affair this pilgrimage, you can bathe "as is." In and out—out and in of the water—snoozing, toasting, and baking yourself. If you've been wise, you have a snack of lunch in the car, for the hours pass quickly, and you get hungry. Then home by the polo-grounds. All along you've noticed fine ponies, and they are for this polo-field. A good dinner in the open-air dining-room, and, if business is not too pressing, the young, gay-hearted barkeeper proves a very good piano player, and you may like to dance.

And, now, you get on down the road to Montego Bay—that mecca of bathers from all over the world. The water is radioactive and has curative powers. Montego was "put on the map" by a doctor who built a little hotel there—Doctor's Cave—which has spilled over and along the road into innumerable dependencies. Perched higher up on the far side of the road are small hotels, cool and inviting, gay and beflowered.

YOU'RE GLAD YOU'VE COME

And then one sees the beach. It isn't so very big, but it's very beautiful—even at night; backed by palms and with the lights of the town twinkling a mile beyond, it's matchless. So in your gay suit and your sandals and "umbrell," you meander down to the bath-houses, and a huge, fat mammy makes you glad you've come and sells you a stiff and unbecoming beach hat you don't want.

There is the beach with its gay crowd—no, not a crowd—and, under the palm-leaved shelters, every one is rubbing cocoanut-oil onto themselves or on every one else's back, and there you stay day after day—motoring up the coast in the evening, a really lovely, lovely coast, and back into the little mountain villages before dinner. Beautiful roads, kind people, and a lush, rich growth, which is unforgettable.

On the way back, one spends at least one night at Mandeville, a trig little English town in this island of the British tropics. Or perhaps ventures up to that mountain peak to Malvern, which has a tiny rose-covered hotel with huge, flat coffee barbecues behind a tiny guest cottage, from which one gets a wide, handsome view of the Caribbean—matched only, to my mind, by Taormino in Sicily. And so back to Kingston, feeling like all the advertisements in one, of all the health resorts of the world.



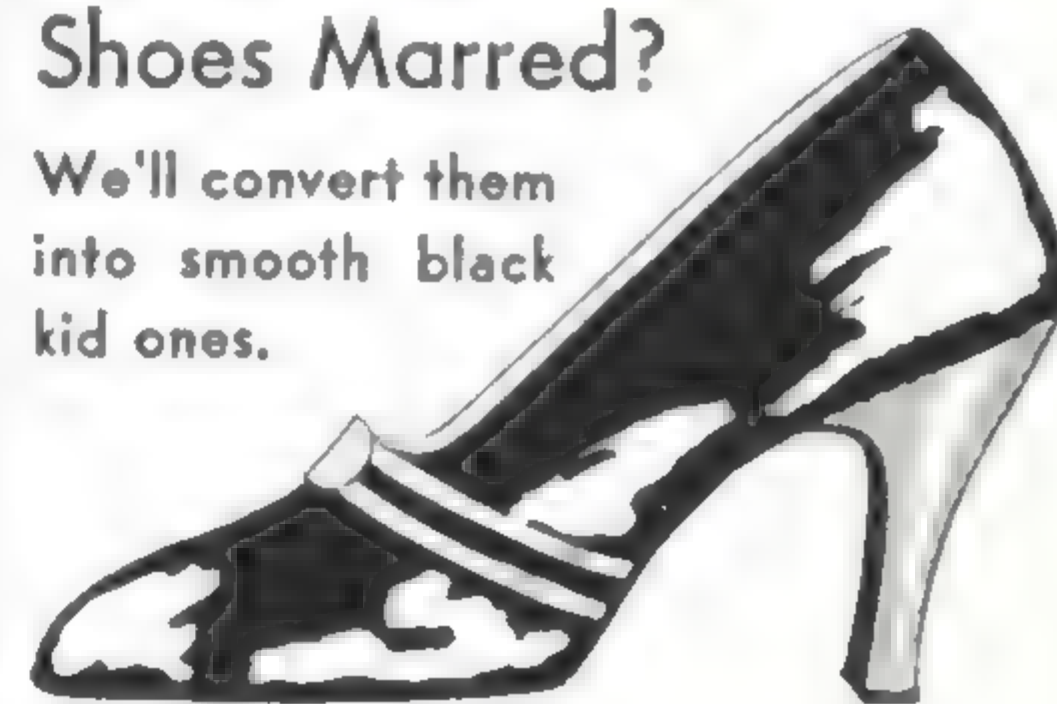
NO, this shoe is NOT getting cleaned up after a walk back from an automobile ride! It is being DYED.

You see, we don't paint 'em! We use a SPRAY in dyeing them. That is why your leather shoes, after doing good service under their original colors, can be so successfully dyed black—blue—brown—green—in fact, almost any shade—and guaranteed to ENDURE!

You know, of course, that we lengthen shoes that are too short, and widen them if too narrow. And we do a REAL re-soling job—not with nails or stitches, but by a European process, exclusive with us.

Are Your Suede
Shoes Marred?

We'll convert them
into smooth black
kid ones.



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Statement of the ownership, management, etc., required by the Act of Congress of August 24, 1912, of Vogue, published fortnightly at Greenwich, Conn., for April 1st, 1932. State of Connecticut, County of Fairfield: Before me, a notary public in and for the State and county aforesaid, personally appeared Francis L. Wurzburg, who, having been duly sworn according to law, deposes and says that he is the Managing Director of Vogue and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit: 1—That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Condé Nast, Greenwich, Conn.; Editor, Edna Woolman Chase, Greenwich, Conn.; Business Manager and General Manager, Francis L. Wurzburg, Greenwich, Conn. 2—That the Owners are: Owner, The Condé Nast Publications, Inc., Greenwich, Conn.; Stockholders: Condé Nast, Graybar Bldg., New York; Bennett & Company, % Guaranty Trust Co. of N. Y., 524 Fifth Ave., N. Y.; Crocker-Burbank Assoc., Fitchburg, Massachusetts; Curran & Company, 57 William St., N. Y. City; F. R. Publishing Co., 25 West 45th St., New York City; Montrose Development Co., 420 Lexington Avenue, New York City; Martha Moller, Trustee, 1702 Elmore Place, Brooklyn, N. Y.; Max Rosett, 12 E. 88th St., New York City; Siftlet & Company, 1 Exchange Place, Jersey City, N. J.; Vogue Company, 15 Exchange Place, Jersey City, N. J.; Westover Trading Corporation, Stamford, Conn.; F. L. Wurzburg, Bronxville, New York. 3—That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amounts of bonds, mortgages, or other securities are: The Manufacturers Trust Company, 55 Broad Street, New York, N. Y. 4—That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders, and security holders as they appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the condition under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner, and this affiant has no reason to believe that any other person, association or corporation has an interest direct or indirect in the said stock, bonds or other securities than as so stated by him, Francis L. Wurzburg, Managing Director. Sworn to and subscribed before me this 6th day of April, 1932.

(Seal) Kathleen P. Stewart, Notary Public. My Commission expires February 1st, 1935.

Are you afraid of time?

your mirror asks . . .



WYNN RICHARDS

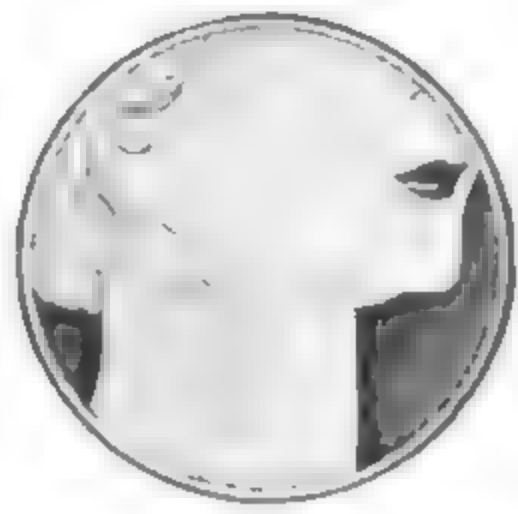
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1
FOR LINES AND WRINKLES: Cleansing Cream, Orange Flower Skin Lotion, Special Mixture, Special Toning Oil, Eye Wrinkle Paste, Patter, Astringent Cream (or Astringent Lotion if skin is oily).



2
FOR A DOUBLE CHIN: Cleansing Cream, Texture Lotion, Suppling Cream, Patter, Astringent Cream (or Astringent Lotion if skin is oily), Chin Strap.



3
FOR A CRÊPY THROAT: Cleansing Cream, Orange Flower Skin Lotion, Special Skin Cream, Patter, Circulation Ointment, Astringent Cream (or Astringent Lotion if skin is oily).

Dorothy Gray offers scientific protection— inexpensive home treatments expertly assembled to defeat age at 3 telltale places

☹ A searching look—a frightening thought—"Yes," you may whisper fearfully to yourself, "I am fading, just a bit."

Will that mean for you the end of glorious youth? Or will you, like thousands of other wise women, find the secret of lasting charm in the facial science of Dorothy Gray?

Whether you need the preventive treatments, so necessary in the thirties, or the corrective treatments, vital in the forties, Dorothy Gray extends definite aid, specific measures designed to answer each individual facial problem.

She is, as you know, the discoverer of the 3 telltale places where facial age first appears—lines at eyes and mouth, a double chin, a crêpy throat.

Also, she was first to develop scientific preparations assembled in basic treatments.

Today these measures have reached new levels of efficiency through the exacting laboratory requirements of a permanent staff of twenty research chemists and consulting dermatologists.

Formerly, Dorothy Gray treatments could be obtained only in her noted Fifth Avenue Salon.

Today, because of simplified methods and concise directions, you can self-administer the identical treatments in the convenience of your own boudoir—yet most economically—at a tiny fraction of the cost of a Salon treatment.

Thousands of women devoted to Dorothy Gray find this the logical way to avoid the disillusionment of futile, unproven preparations.

Have you looked searchingly into your mirror lately? Please do so now—then obey its dictates. Send for the Dorothy Gray book, so clear, explicit and believable. Each facial problem—*your* facial problem—is discussed, and the exact Dorothy Gray treatments are specified. Select the one designed for *you*, at the nearest fine shop.

Dorothy Gray
683 FIFTH AVENUE / NEW YORK CITY

Dorothy Gray Salons are located in New York, Paris, Chicago, San Francisco and Los Angeles.

*She's not only
a good Golfer-*



*She dresses
the part
too*



THAT'S why she wears Sportocasins—the smart, Genuine Moccasin Golf Footgear that has long been recognized as *Authentic* by leading golfers everywhere.

That's the reason behind this new, smart Sportocasin for Women. It answers your repeated wish for a style that, while appropriate and practical for golf, is also ideal for all sports occasions. You'll love the graceful, feminine lines of this new Sportocasin with its modish higher heel. Whether you're a golfer or a gallery-ite, it completes your costume to a "tee."

You will find country club style, moccasin comfort, perfect fit and orthopedic correctness in these new models of

**SPORTOCASINS
FOR SMART WOMEN**

Genuine Moccasin Ghillie—new Allsports model made from soft, easily cleaned Smoked Elk, Cellulite non-skid sole. Appropriate for both golf and general sports wear. Smart, cool, comfortable and durable.



The Choice of Champions—the famous Sportocasin for serious golf. Available in Black and White or Brown and White combinations of Imported Leather. Solid leather soles and heels with riveted golf spikes.



May we send you, without cost or obligation, the name of your nearest dealer and our attractive Style Booklet showing the many different styles of Sportocasins for men and women? Merely mail the coupon below.



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THE GOSPELS OF BEAUTY

(CONTINUED FROM PAGE 94)

state of mind—which is something somewhat removed from Hearts and Flowers and a very exhilarating experience, once you get immersed in it. The actual music in this is a very different matter. You learn to dance to a thrilling sort of piano accompaniment, and, as you progress, you can learn to play a fascinating arrangement of gongs and drums and work out your own accompaniments.

One school of modern dancing describes itself frankly as exercises in dance form and deals with the most neglected point of our body, the torso, instead of our arms and legs. If you get full control of the torso muscles, it means that every part of your body is going to be more graceful and more strong. The principle of these exercises is accumulated and retarded rhythm, as opposed to a steady me-

chanical count, and the flow of movement which this induces is a very persuasive remedy for stiff, awkward figures and superfluous pounds.

If you are a lazy daisy sort of a lady, you can have a charming young woman come to your house and teach you dance rhythms every morning, like a daily dozen, only infinitely better. Or, if you are an extremist, you can go to Harlem and be taught to tap up- and down-stairs, like Bill Robinson.

NOTE: The sketches that illustrate this article and the descriptions of methods are based on New York studios. Upon receipt of a stamped, self-addressed envelope, Vogue will be glad to send the names of these and, when possible, of any similar establishments in cities outside of New York.

I SAY IT'S TOMATO-JUICE

(CONTINUED FROM PAGE 75)

example, the superb companion of your Martini, is not so perfect with tomato-juice, and pâté de foies gras is much too rich and solid. You couldn't do better than to reproduce the canapés that the Voisin made for Vogue, photographed on page 74. Wafer-thin smoked salmon on squares of toast, with a tiny leaf of parsley or watercress, and very thin Graham bread, buttered with anchovy butter, wrapped around an asparagus tip and toasted will make your cocktail interlude an epicurean affair. All kinds of cheese tidbits are excellent with tomato-juice—the toasted rolls could be made with cheese, instead of the asparagus tips, and thin fingers of puff pastry mixed with sharp grated cheese are another idea. If you are having informal lunch in the country, you could serve the assortment of tidbits that appears in the upper photograph on page 75 with your tomato-juice—fat ripe olives, pointed Spanish cocktail olives, crisp little scalloped arrares (the biscuits that Vogue practically discovered for America), and salted nuts. Or you might begin such a country lunch with tomato-juice, *seul*, and proceed to the assortment of hors-d'œuvres on page 75. These, again, are the creation of the Voisin, where the hors-d'œuvres cart at lunch time is one of the talks of the town in New York. In this instance, the chef has restrained his talents to ideas that might be copied by your own clever cook—rosebuds of radishes; cornucopias of Westphalian ham filled with cream, whipped very hard with horseradish; stuffed eggs; fresh shrimps; and rings of smoked salmon with cheese filling encircling an artichoke heart with fresh caviar. The containers for these *bonnes bouches* and hors-d'œuvres are quite the most enchanting things of this sort to come before the hostess's eye in many a day. They are designed by Charles Hall of decorated *tôle* with gold designs on cream, and the compartments are of gold-painted glass. The little one, with its amusing handle, could hold hors-d'œuvres for two or three people, or confitures for breakfast, or condiments for curry—ideal for the country or for informal service in town.

Here are four ways of varying the seasoning for your tomato-juice cocktails.

- 1 Cupful tomato-juice
- 1 Tablespoonful mild vinegar
- Pinch of sugar
- Half a bay-leaf
- 1 Slice of onion
- 1 Tablespoonful of lemon-juice
- 1 Celery stalk

The tomato-juice is mixed with the vinegar, sugar, bay-leaf, a teaspoonful of grated or chopped onion, lemon-juice, and the bruised celery stalk. It is allowed to stand for fifteen minutes and then strained through a fine cheese-cloth.

- 1 Cupful tomato-juice
- ½ Teaspoonful of lemon-juice
- Pinch of sugar
- ⅛ Teaspoonful of salt

The ingredients are all mixed together and chilled thoroughly.

- 2 Cupfuls of tomato-juice
- ½ Teaspoonful of salt
- ½ Tablespoonful minced onion
- ½ Bay-leaf
- 1 Teaspoonful vinegar

The ingredients are combined and simmered for ten minutes. The cocktail is strained and chilled thoroughly. It is served at once.

- 2 Cans of tomato-juice
- 2 Small onions sliced
- ½ Bay-leaf
- 1 Teaspoonful of salt
- 2 Pieces of celery, bruised
- ½ Teaspoonful of sugar
- 2 Teaspoonfuls chopped parsley
- 2 Tablespoonfuls lemon-juice
- 2 Tablespoonfuls Worcestershire sauce
- 2 Teaspoonfuls Chili sauce

The tomato-juice is combined with the onions, salt, bay-leaf, celery, sugar, parsley, lemon-juice, Worcestershire sauce, and Chili sauce. It is chilled and strained through a fine cheese-cloth. This amount serves twelve persons.

To make the combination of sauerkraut and tomato, you combine the clear sauerkraut-juice and tomato-juice in half and half proportions. This needs no further seasoning than a dash of lemon. The clam and tomato-juice combination is also half and half, but here you need a little salt, as well as lemon. Or, if you add two tablespoonfuls of salted sherry to equal parts of tomato- and clam-juice, you get a delicious combination. Remember, always, strained entirely clear and just poured off the ice!

REDUCE YOUR FLESH

Arms, Legs, Bust or Entire Body with

**DR. WALTER'S
RUBBER GARMENTS**



This latest REDUCING BRASSIERE gives you that trim, youthful figure that the new styles demand. 2 to 3 inch reduction almost immediately. Send bust measure. Price only **\$2.25**

HIP, WAIST and ABDOMINAL REDUCER for men and women: takes care of that ugly roll above corset. Send waist and abdominal measures. Laced at back. Price only **\$3.50**

**PRETTY ANKLES
and CALVES**

\$3.50

DR. WALTER'S Special extra strong Ankle Bands, will support and shape the ankle and calf while reducing them. They fit like a glove. Can be worn under any kind of hose without detection. You can note the difference in shape of ankle at once. Can be worn at night and reduce while you sleep, or during the day deriving the extra benefit of the support. Send Ankle and Calf measure. PER PAIR **\$3.75**



FORM-FITTING HIP AND THIGH REDUCER in flesh colored rubber. Send waist and hip measure. **\$5.50**

BUST REDUCING BAND-DEAU. Send bust measure **\$3.50**

All garments are made of pure gum rubber—flesh colored. Write for literature. Send check or money order! No cash.

Accurate measures are essential as garments cannot be returned or refunded due to sanitary conditions.
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TO READERS OF VOGUE

Every day socially active ladies, in one or another of a host of cities and towns, are introducing Vogue to their friends at a rather neat profit to themselves.

We should be delighted to correspond with a still greater number of ladies whose curiosity may have been piqued by the success of their friends. Our commissions, you see, are generous.

If you care to know more, please address Circulation Manager, Vogue, Graybar Building, New York.

Is 29 an age to DREAD ?

Screen Stars know the Secret
of *keeping* Youthful Charm

TWENTY-NINE — nearing thirty! Is that an age to dread? The screen stars say no!

"I'm 29," says Anita Stewart. "But I don't dread my next birthday a bit. No woman needs to look old if she is willing to take sensible

care of her complexion. Since I discovered Lux Toilet Soap I never worry about my skin."

"I'm 29," says Esther Ralston. "No one need fear birthdays. Women on the screen, of course, *must* keep their youthful charm. And a

young-looking skin is absolutely necessary! For years I've used Lux Toilet Soap."

9 out of 10 Screen Stars use it
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"I am 29.."

Esther Ralston



Photograph by Russell Ball, 1931

ESTHER RALSTON, the lovely star who owns Esther's Beauty Salon in Hollywood. "A young-looking skin is absolutely necessary," she says. "That's why I've used Lux Toilet Soap for years."

"I am 29.."

Anita Stewart



Photograph by Melbourne Spurr, 1931

ANITA STEWART, charming screen favorite, says: "From the day I discovered Lux Toilet Soap I've never worried about my skin. With this nice white soap I keep it smooth and clear—so easily!"

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SIDE-SHOWS OF BERLIN

(CONTINUED FROM PAGE 50)

out-of-door terrace of one of the famous hotels in the Rhine valley, high up, overlooking the river. There is a panorama, like a scene in the theatre, which is so realistic that it is impossible to believe that we are not really there, on the spot. We order dinner. I have the most delicious liver with onions, cooked German style, and a wonderful bottle of Rhine wine that costs thirty cents. I have hardly begun my dinner before the lights grow dim, there is a noise, and a most realistic thunderstorm—clouds, rain, lightning—breaks over our Rhine valley. This stunt happens every half-hour, followed by a rainbow, a period of tranquil, brilliant sunshine, and then another thunderstorm.

On the way out of the building, we are taken to see the Tyrolian restaurant, which has a Tyrolian band in Tyrolian costume conducted by a woman. As we look out at the fake Alps, seen through the tall window at the end of the room, a spectacular Alpine sunset is taking place, for the amusement of the diners. We also see the Viennese beer-gardens, which, presumably, are out-of-doors on the hills overlooking Vienna. And it couldn't be more like the real thing, for there is Vienna spread out below us in the moonlight, twinkling with tiny lights and animated by noises like those heard from a city in the distance.

ELEGANCE—AN UNKNOWN QUANTITY

I am astonished that I no longer see any smart shops, practically no private motor-cars with chauffeurs, and absolutely no elegance anywhere in evidence. All that is gone, as if it never had existed; and although, in the matter of elegance, Berlin never could be compared to London, Paris, Rome, or Vienna, even in the time of the Kaiser, it did exist to some degree, till a short time ago. The department stores are magnificent, but the things to be found in them are of little interest to the sophisticated taste.

Every one looks as if he or she had been outfitted at a uniform price. And, just imagine, no woman uses any make-up! I am so used to seeing women made up that I can hardly credit my eyes, and it takes me quite a time to get used to it. Can you imagine women without coquetry, women who look as though they could beat you at a foot-race, a long-distance swim, or with boxing-gloves? They are fine looking, but I don't imagine you would feel proud of them at a night-club, though, evidently, the young Germans are—so these women should worry.

When I go to the theatre, I become more perplexed, for there on the stage I see more magnificence and elegance than I have ever seen in any other theatre anywhere. At Reinhardt's production of the "Tales of Hoffmann," there is no lack of appreciation, by the people around me, of the fantastic beauty and taste that are offered on the stage. The Venetian scene is something I can never forget. It is impossible to understand how, even with the wonderful revolving stage and all the rest of the mechanics of the Grosse Schauspielhaus (Reinhardt's theatre in Berlin), it can be achieved. The gondola, floating in the moonlit canal, seems to traverse half of Venice

before, turning a corner, it comes to rest at the entrance of a great Renaissance palace. Yet, not a single person in the audience is wearing a dinner-jacket or an evening dress.

During the entr'acte, we go downstairs to the basement, where there is a huge buffet-bar, and eat "snacks," which means all sorts of delectable foods piled up in layers on brown bread (not unlike the famous Rubens's sandwiches in New York), and drink beer or coffee. This bar serves as a sort of "greenroom" for the artists, as well as a lunch-counter for us, and here they come and have their snacks between acts, with their make-up on, which adds colour to the crowd.

But this crowd—I can not get over them. I go to what would be considered, in any other city, the smart theatre of the moment, where they are playing "Liselott," a new musical-comedy which has just opened (the two musical-comedy stars of Berlin, Gustav Gründgens and Käthe Dorsch, are playing the leading rôles). And now, I think, at last I shall see people who look like those I am used to. While I stand in the lobby, watching the crowd, I see a woman, accompanied by another, carrying a large valise. She checks her rain-coat and hat, then opens the valise, and the two women proceed to make their toilettes before all the world, which consists principally in redoing their hair with brushes and combs taken from the valise. They turn in the necks of their dresses, let their skirts down several inches by removing pins at their belts, change their street shoes for slippers (which are very much the same and also have low heels) and add the finishing touch—long gloves pulled up over the long sleeves of their dresses. All this is done quite unconsciously, with leisure and precision, and takes about fifteen minutes. But make-up does not come into the scheme, for neither powder, lipstick, nor rouge comes out of the valise, which is finally checked with the hat and rain-coat, and the women sail into the auditorium. This "priming" goes on at a terrific pace wherever I go, whether it is in the foyer of a night-club or a restaurant, but it is productive of absolutely nothing. Why is it done? I can not tell.

THE NEW WOMAN

But now, I take a second look and discover that most of the young women are really quite good-looking (lots of them look like Marlene Dietrich), and, more than that, they look very nice. I see them *en masse* with their equally nice-looking best-young-men at "Johnnie's Bar" and at the "Jockey," which are, for me, the two most sympathetic *boîtes* in Berlin after midnight. And I do nothing but ask questions, because I must understand why this young woman is as she is. The answer seems to be this: that she and all her generation are very Spartan about luxuries. They don't want town cars, jewels, or furs; they don't wish to be "presented" in the manner I am used to seeing ladies presented. They wish to be "new women." Of course, this is all very well, I say to myself, and very interesting; but, if this generation is going to "go off" luxury, what will be the fate (Continued on page 118)

How To Order Vogue Patterns By Mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California. In Canada, 70 Bond Street, Toronto, Ontario.

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index

SIDE-SHOWS OF BERLIN

(CONTINUED FROM PAGE 116)

of luxury? It is nothing more nor less than socialism, and I don't care what you say!

Still, I will not be beaten. I must find my chic woman in Berlin (perhaps if I do find her I will hate her—but I must find her). I am told to go to the Eden Bar, at the cocktail hour. Here is a really wonderful bar—a sort of bar and grill-room combined. There are four barmen and dozens of waiters in smart white uniforms—it is certainly the most attractive bar I know in Europe. Here are all the moving-picture actors and actresses, many of them foreigners. But I don't find my chic woman. I give up.

IN THE CINEMA STUDIOS

In the moving-picture studios in and out of Berlin, one finds Hollywood in Europe. Actually, the moving-picture studios are one of the great sights of Berlin, and so it is arranged that we go to see the great U. F. A. studios at Neubabelsberg, half an hour from Berlin, which are the largest and best equipped in Europe.

At the studios of the Alliance Cinématographique Européenne (Nero Film), Mr. Pabst, producer of "L'Atlantide" by Pierre Benoit—which will shortly be seen in America, France, England, and Germany—, receives us on a set representing Antinea's bedroom, where we find Brigitte Helm (who plays the part of Antinea in the three versions) seated on a white leather divan, dressed in a brocaded burnouse worn over grey satin pyjamas. Her hair is done in the "Antoine manner," with a diadem of curls, and she has golden eyelids. On the couch with her is a chessboard, perched on a huge white leather cushion. It is all very exotic, but done with the greatest taste, and does not, in the least, resemble the over-exotic and usually appalling bad taste of the same sort of thing done in Hollywood.

I am becoming aware of the supremacy of youth in Germany. One feels nothing but youth, the power of youth, and the importance given to youth. There is a *cult* for youth. It is as if the Germans had put all their eggs into one basket, the basket of youth. What a contrast to France, as it appears on the surface, where youth is kept under, like the children in the nursery who "should be seen and not heard." One never sees funerals in the street, while, in France, they are the most common sight. There do not seem to be any people in mourning; while, in France, every other person is smothered in deepest crêpe for even the most remote relative. In Berlin, one has the impression that it is youth that counts, whereas, it is just the reverse in France.

And, in many things, there is much beauty—in the modern public buildings, the electric signs by night, the interior decorating in some of the modern restaurants and cafés. But collectivism is abroad, and, hour by hour, and day by day, I begin to form one impression that is stronger than any other—that what I see about me is Russia, twenty years from to-day. This is Bolshevism, I tell myself, with modern plumbing. (I am not talking politics, I am simply giving my impressions.) Naturally, politics is the chief

topic of conversation, but it is very difficult to understand, because, while there are many parties, they all seem to have one idea and one desire—to be freed of yesterday. They all seem to be determined not to suffer for the sins of their fathers. Any change seems to be welcome to them, no matter what the change brings—a very dangerous policy, from the point of view of an outsider.

I hear a great deal about Hitler, and I am taken to a huge demonstration, where there are twenty-five thousand people assembled in the Sport Palace. There seem to be only young people. Most of the men are wearing breeches and black shirts, and they salute with the right hand raised in the air, like the Fascists. Goebbels, Hitler's right-hand man, makes the first speech, fires the enthusiasm of the crowd, and prepares the stage for Hitler's entrance.

Is that Hitler, that little man I see? No one could be more commonplace or, I feel, at sight, more antipathetic. Yes, it's Hitler, all right, and he has started to talk. But I think he speaks very badly; he has not a cultivated voice, like the man who has just spoken; and he becomes increasingly antipathetic to me. Why, I ask, is there all this fuss about Hitler? I am told he represents an idea, and, because of that, he has become a sort of god to many people. But I can't find out what idea he represents, for, in his speech, he tells the crowd to give him the power, and, later, he will tell us what he is going to do with it. Odd enough, I call it!

THE CHIC WOMAN—IMPERSONATED

From Hitler and politics, we go on to night-clubs and cabarets. We go to the famous "Eldorado," where all the entertainers are female impersonators, men dressed up as women. And believe me or not, these are the first chic-looking women I have seen in Berlin—they all look like Patou mannequins. But funnier still are the people at the tables watching the show. They are all the most conventional tired business men, accompanied by their families, mama, grandma, and aunt Kitty. There is a generous sprinkling of foreigners, for nobody would come to Berlin, to-day, and admit not having been to the "Eldorado."

Berlin has dozens and dozens of little night *boîtes*, in many of which there are shows going on from eight until midnight. The Germans are crazy about these and prefer them, at the moment, to the theatre, for all the witty songs and sketches are mostly about politics; alas, very difficult for a foreigner to understand. Yet, I must see them as a part of the show—or the "side-shows," to be more exact. I have come to Berlin at just the right moment—the moment between yesterday and to-morrow. What is going to happen? Anything is possible. And I have discovered something very surprising—if this is the world of to-morrow, it isn't as bad as I thought it would be. In fact, it is rather thrilling, and I hope I am not too old to live in it if I must. After all, I think, any sort of Bolshevism is possible—with modern plumbing.

"HIM"

ADVANCE TRADE EDITION OF VOGUE

A SPECIAL SECTION FOR MERCHANTS

The purpose of the Trade Edition of Vogue is to summarize all the information contained in the magazine in brief and practical terms.

It also anticipates, with advance news and illustrations, trends that will affect the merchandising of future fashions. This material will not reach the public until succeeding issues of the magazine.

THOSE ELIGIBLE FOR TRADE SUBSCRIPTIONS

Retailers, manufacturers, and advertising executives are entitled to receive the Trade Edition of Vogue if their subscriptions are placed direct with the publisher—not through any agent or agency.

Trade subscribers are also invited to consult us, either in person or by letter, on questions of fashion, merchandising and promotion. For information write Vogue Editorial Service Bureau, 420 Lexington Ave., New York City.

MAY 15, 1932

FASHION POINTS

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For the sportswear buyer:

Vogue says: "Tweed linen is a happy idea."

Vogue says: "Have a variety of shirts and skirts and be clever about combining them."

For the raincoat buyer:

Vogue says: "The smart new white raincoats are seen whenever Paris gathers at the races or the tennis cups."

For the beachwear buyer:

Vogue says: "The new stunt is to wear a beach dress instead of pyjamas."

For the suit buyer:

Vogue says: "No summer wardrobe is one hundred per cent without a white suit."

Vogue says: "Almost the coolest thing on earth is the all-print silk suit."

For the hat buyer:

Vogue says: "The hat of the hour has a whiff of white on it."

For the scarf buyer:

Vogue says: "A brilliant scarf added to the décolletage of your evening dress is one of the best rejuvenating tricks."

For all ready-to-wear buyers:

Vogue says: "The new interchangeable clothes seem made especially for the girl with a limited income."

Vogue says: "The very flattering new mushroom silhouette makes your hips fade to nothing."

For the older woman:

Vogue says: "For the older woman, black—if it's sheer—is a wise choice on summer days in town."

Vogue says: "Good workmanship and beautiful materials are most important for the older woman."

Vogue says: "One really good dress is better for the older woman than six shoddy substitutes."

LATEST RIVIERA CABLE

Colours

SMART COLOURS BEIGE, ESPECIALLY KASHA, ALSO ALL WHITE, ALSO YELLOW, ALSO FLANNEL GREY. STOP EVENING BLUES ULTRACHIC, OFTEN TWO COMBINED. STOP PRACTICALLY NO BLACK, BUT WHITE WITH COLOUR ACCENT CONTINUES AND MANY MAUVISH PINKS.

Sweaters

SWEATERS SUPREME FOR DAY, FROM PLAIN, MANNISH CHANEL TURTLENECKS TO LACY HAND-KNITS WITH PUFF SLEEVES. STOP ALL VERY SHORT FROM HIGH WAISTLINE TO EMPIRE, INCORPORATING CONSPICUOUS FASHION FEATURES AS CLOSED IN NECKLINES, EMPHASIZED SHOULDERS, SHORT AND BALLOON SLEEVES. STOP EVEN SIMULATE DIRECTOIRE BOLEROS.

Separate Skirts - Suits

SEPARATE TWEED SKIRTS, WAISTLENGTH PULLOVERS AND KNITTED CARDIGANS. STOP MANY WHITE OR PALE BEIGE SCHIAPARELLI SUITS, WITH BRIGHT EMPIRE SWEATERS, BLOUSES. STOP MANY MOLYNEUX, AUGUSTABERNARD TYPE SUITS.

Dresses - Ensembles - Wraps

DAY, MORE SINGLE, LESS DOUBLEBREASTED REDINGOTES. STOP AFTERNOON, WHITE DRESSES WITH COLOURED BELTS MATCHING CLOTH COATS. STOP EVENING, BRIGHT VELVET EMPIRE JACKET AND BELT COMBINATIONS WITH PLAIN, CONTRASTING CREPE DRESSES. STOP MAJORITY SHORT OR HIPLength JACKETS, ESPECIALLY ERMINE. STOP SOME MIDCALF WRAPS; PRACTICALLY NO LONG COATS.

Millinery

DAY, CHANEL'S PLAID GINGHAM HANDKERCHIEFS SMARTLY WORN AS SCARFS, TURBANS. STOP AFTERNOON, WHITE OR BEIGE CANOTIERS WITH COLOURED BANDS. STOP MANY CHANEL JERSEY TURBANS.

Shoes

AFTERNOON SHOES WHITE, BEIGE, ALSO WHITE COMBINED BROWN AND VICEVERSA. STOP EVENING, SATIN OR CREPE PUMPS WITH BUCKLES PREDOMINATE.

Gloves

AFTERNOON, INCONSPICUOUS GLOVES, WHITE OR BEIGE. STOP UNIMPORTANT FOR EVENING.

Jewellery - Flowers - Bags

JEWELLERY COMPRISES EARRINGS, BRACELETS, DECOLLETAGE CLIPS AND ONE LARGE RING, BUT FEW NECKLACES. STOP MANY FLOWERS, A LA BOCHER, AUGUSTABERNARD. STOP SMALL ENVELOPE BAGS MATCHING COLOUR DRESS.



1.

2.

PARISCOPE

The accompanying sketches of fashions as endorsed by smart women in Paris illustrate: the continued use of striped accessories; the new enthusiasm for simple, semi-sports clothes for town wear; the importance of turban-berets, worn farther back on the head; the chic of the short evening cape, which will be universally worn this summer; and the marked acceptance of artificial flowers for evening. Here is an opportunity to revive a department that fashion has overlooked for the past few years. Promote flowers for evening dresses.

NEW TOWN CLOTHES—FLOWER TRIMMED EVENING FASHIONS



3.

1. The new turban-beret by Agnès, shown in striped jersey with matching scarf. Mustard beige suit. This figure and the next illustrate the important new vogue for trim, semi-sports clothes for town wear. 2. Grey cloth suit with striped silk blouse, grey suède gloves, black bag and shoes—and again the small cloth hat. There is a tendency to wear these small hats off the forehead again. Some are even pushed above the hair-line.

Artificial flowers appear in profusion in the spring evening mode. These sketches show some charming new ways of wearing them. 3. Louiseboulanger places a flower on each

shoulder of a waist-length evening jacket. 4. A Lelong evening cape has two roses at the high waist closing. 5. Flower garlands outlining the décolletage, as done by Molyneux, is a strong trend. Another new note is a garland placed over the shoulder.

6. One of Chanel's new colour combinations is exemplified in a violet-blue dress with a camellia-red flower at the deep back décolletage. Augustabernard puts nasturtium cap sleeves on a daffodil-yellow dress—a very chic way of varying the covered shoulder idea. A mode to invite ingenious ideas.



4.

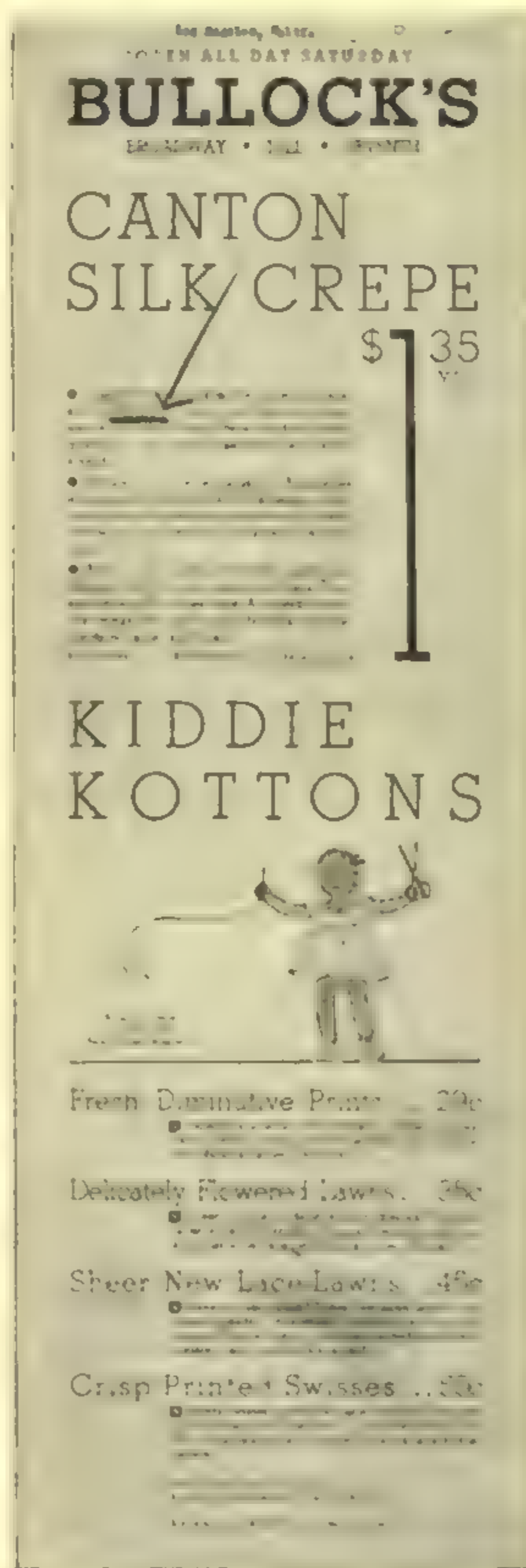
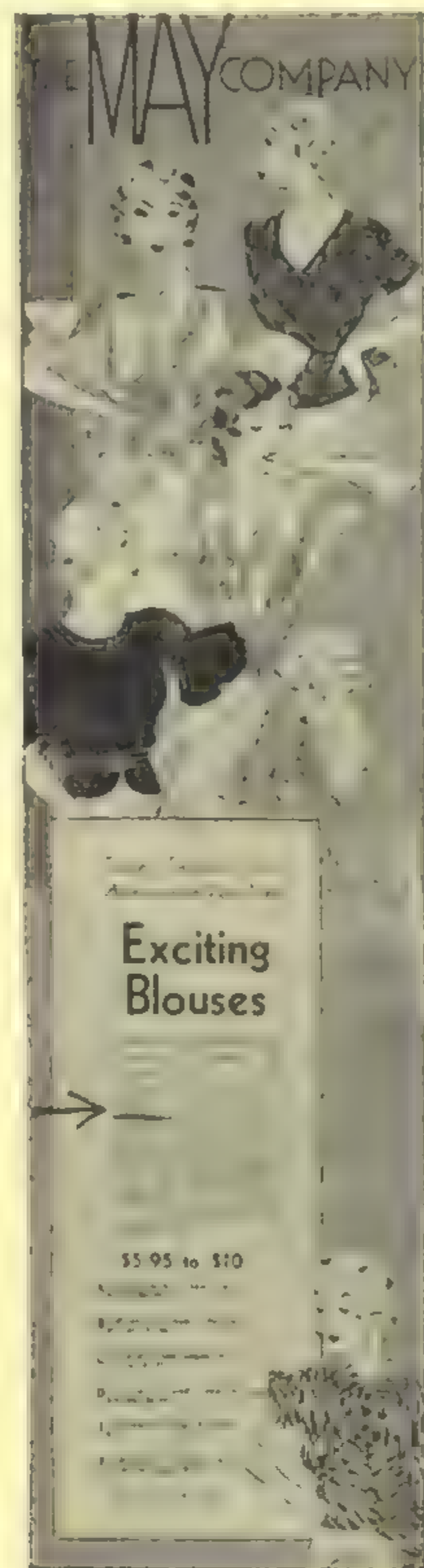
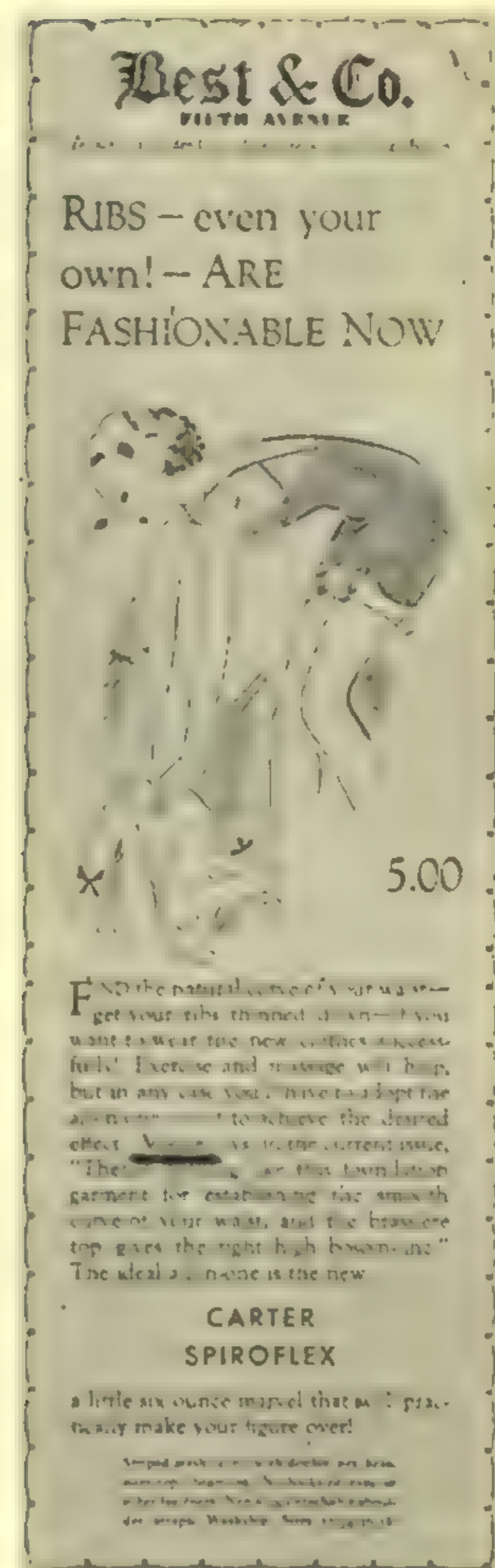
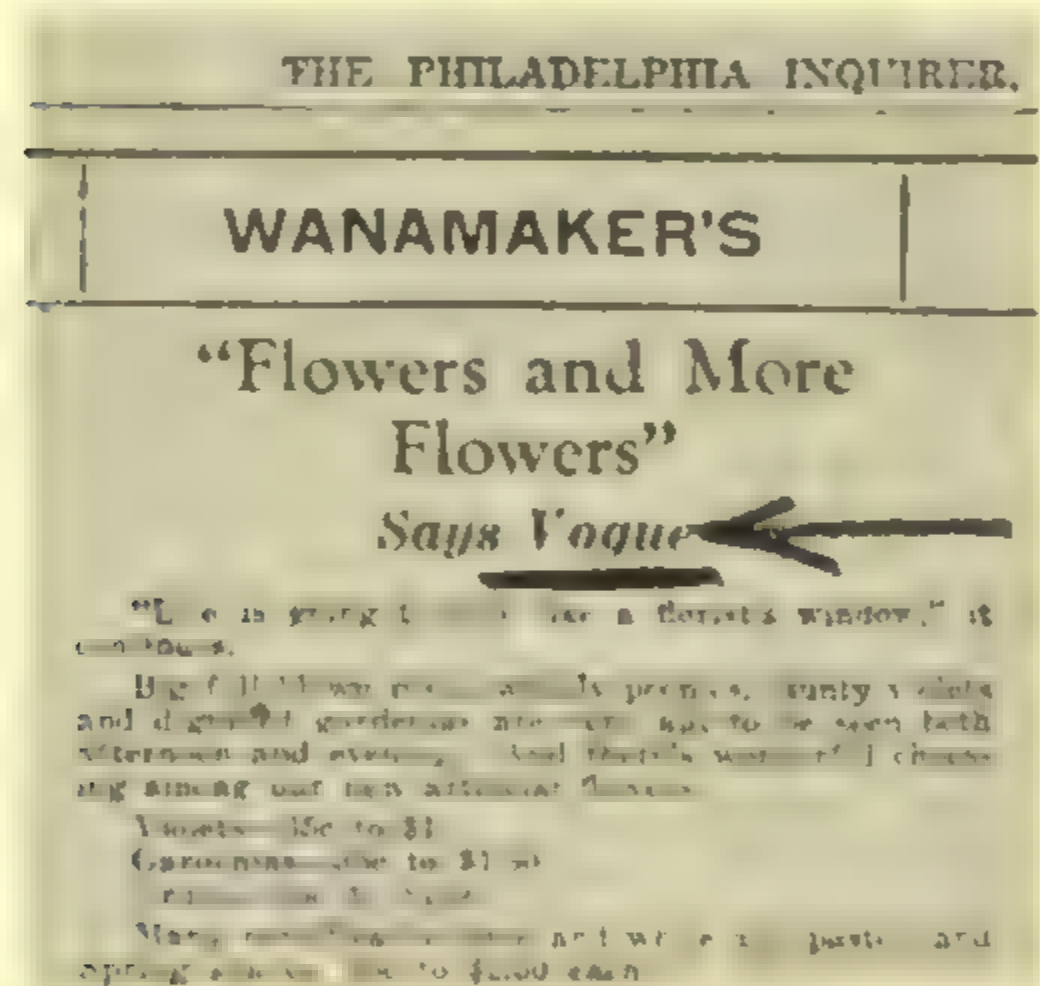


5.

6.

RECENT VOGUE QUOTATIONS

Examples of how retail advertising gains fashion authority by quoting Vogue



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Daytime Dresses. Page 53. A high twisted bodice is typical of this spring. Polka dots continue.

Page 66. Silk prints are an essential element in spring wardrobes.

Page 78. Read "The Older Woman's A-B-C's".

Afternoon Dresses. Page 57. Dotted chiffon and a large hat.

Page 79. Faggoting is a charming touch on the older woman's dress.

Page 81. Interchangeable clothes.

Evening Dresses. Pages 48-49. Pink, blue and "sugary" tones for evening.

Page 52. Clear, unembellished lines make the "new" evening dress.

Page 76. Dressing to type.

Page 78. What the older woman wears.

Sportswear. Pages 60-61. Several variations of the great cotton vogue.

Page 66. Beach dresses are new.

Page 67. Sheer wool dress and cardigan. Ribbed jersey ensemble.

**P a g e s 80 - 81. Interchangeable
clothes are essentially practical.**

Coats and Suits. Page 61. Tweed linen makes the newest summer coat.

Page 64. Examples of country chic.

Page 65. White for raincoats.

Page 66. The all-white suit for summer. New neck-lines on print suits.

Page 67. The suit with a long coat for travel. A navy blue flannel suit is essential for yachting.

Pages 68-69. Spring street clothes as several smart New Yorkers wear them.

Millinery. Study pages 53, 57, 60, 64, 65, 68, 69, 79.

Accessories. Pages 52, 53, 57, 60, 64, 67, 68, 69, 80, 81.

TRAINING FOR SALES

Consider the older woman

Many stores are missing a good bet by not catering sufficiently to the older woman who, when satisfied, usually proves a loyal and a profitable customer, especially for higher priced merchandise. Several important New York stores, such as Best, Lord & Taylor, and Stern, have, of late, been advertising directly to her.

If you are not doing this, here is a suggestion the management should welcome. Whether or not your store decides to make a special bid for the older woman's business, the sales force of all ready-to-wear departments should be drilled in how to sell to her special requirements.

Careful attention must be given to fittings. The saleswoman should be able to make suggestions for softening a neck-line, placing a belt more advantageously, adjusting skirt lengths. Make a lesson of "An Older Woman's A-B-C", on pages 78 and 79 of this issue.

Then using a mature woman model, try different gowns on her, asking the salespeople to give suggestions for making the dress more becoming.

In planning fashion shows, a large woman should be included among the mannequins to demonstrate to customers that you can really dress the matronly woman becomingly.

Composite, double duty clothes

One of the most important tendencies in modern dressing is to make one costume do for more than one occasion.

This spring we saw the great success of the fur coat with a detachable fur scarf that could be used for any number of purposes.

Designers have now carried the idea even further and designed clothes in two and three parts for two or three purposes.

Emphasize this point to the sales force, illustrating it with pages 80 and 81 and also with page VI in this supplement. Whatever similar merchandise you have in stock should, of course, be shown and the department's personnel rehearsed in selling points and the proper wearing of these fashions.

PROMOTING FOR PROFITS

Cotton week suggestions

Just to remind you not to overlook cotton week the official poster is reproduced below.

Here also is an outline of cotton fashion trends to help you in originating these promotions.

French couturiers who endorse cottons: Chanel, Patou, Schiaparelli, Lyolène, Lucile Paray, Jane Régné, Maggy Rouff, Goupy, Vera Borea.

Coats and suits: The new use of cottons that look like woollens. Linings with matching blouses and scarfs of printed cotton.

Evening dresses: The evening gown of piqué, embroidered muslin, printed linen, organdie.

Sportswear: The sweater of lacy cotton and linen weave. The topcoat and separate jacket of tweed linen, heavy linen, rough cotton and piqué. Beach dresses, pyjamas and coats of towelling, rough cotton, heavy linen.

Millinery: The organdie hat. Piqué and cotton trimmings. Cotton and linen facings.

Gloves: The crocheted mesh and piqué glove.





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ADVANCE SKETCHES WITH LOTS OF NEWS ABOUT RESORT FASHIONS

We are admittedly a nation that loves to live in sports clothes. But this year our preferences are even more intensified. Vogue's Paris office has been consistently repeating in their cables and memorandums that smart French women, so long addicted to conservative town clothes and their beloved black and white colour scheme, have been appearing this spring in costumes with a distinct sports flavor and in colours that are frankly gay.

Designers have out-done themselves in introducing innovations in sports clothes for the summer resort season and have provided therein an enormous opportunity for shops to spot-light sports departments and to augment their business in this division.

The illustrations above on this page are examples of the type of thing prominent couturiers are showing for beach wear. The other models shown on these pages are from American sources.

1. The beach dress or skirt is much newer than the pyjama. On the beach chair, Jane Régné's "Sur le Sable," a wrap-around dress made of spongy yellow cotton that looks like wool. Seated on the sand, Hélène Yrande's "483," a wrap-around skirt in bright navy wool-like cotton.

2. Composite beach and run-about resort costumes are the newest urge. "A Marée Basse" by Vera Borea consists of an apron dress of heavy linen with décolletage repeating that of the knitted maillot underneath. Completed by a short jacket.

3. Another three-piece beach run-about

model. "Lily," by Vera Borea, in grège heavy linen.

4. Chanel's striped jersey blazer. Nothing could be smarter with white dresses.

5. The suit mode translated in pale pink linen. Note the deeply yoked, broad shoulders and the high, tied neck-line. 6. Perched on high, a red and white checked dress trimmed with rows of stitching. 7. A type of sports coat that is indispensable. Its doublebreasted cut is perfect in this kind of coat. Of yellow tweed. 8. The cotton coat is an important resort fashion. This one in three-quarters length is made of



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white cotton, quilted in match stick lines of navy blue.

9. The chic of light, warm tan as a bathing suit choice. A two-piece rib knit suit from Bradley.

10. The terry cloth beach robe is a consistent favourite. This model is made by the U. S. Rubber Company.

11. Schiaparelli's "Caplet," designed exclusively for Van Raalte. The top serves as a brassière.

12. A new stitch in a pebble knit B. V. D. suit with wide ribbed waist. The infinitesimal skirt is an excellent feature.

13. The crossed strap or overall back will be one of the most popular bathing suit décolletages. From Hollywood.

14. A jersey suit with a top that might grace your best golf dress. The short over-skirt buttons on.

15. A particularly good version of the deep sun back, emphasized by the fact that the white of straps and sash contrast to the colour of the suit. From Ocean.

16. The flannel beach suit is meant to be worn over your bathing suit. Sleeves are short and the skirt just covers the knees.



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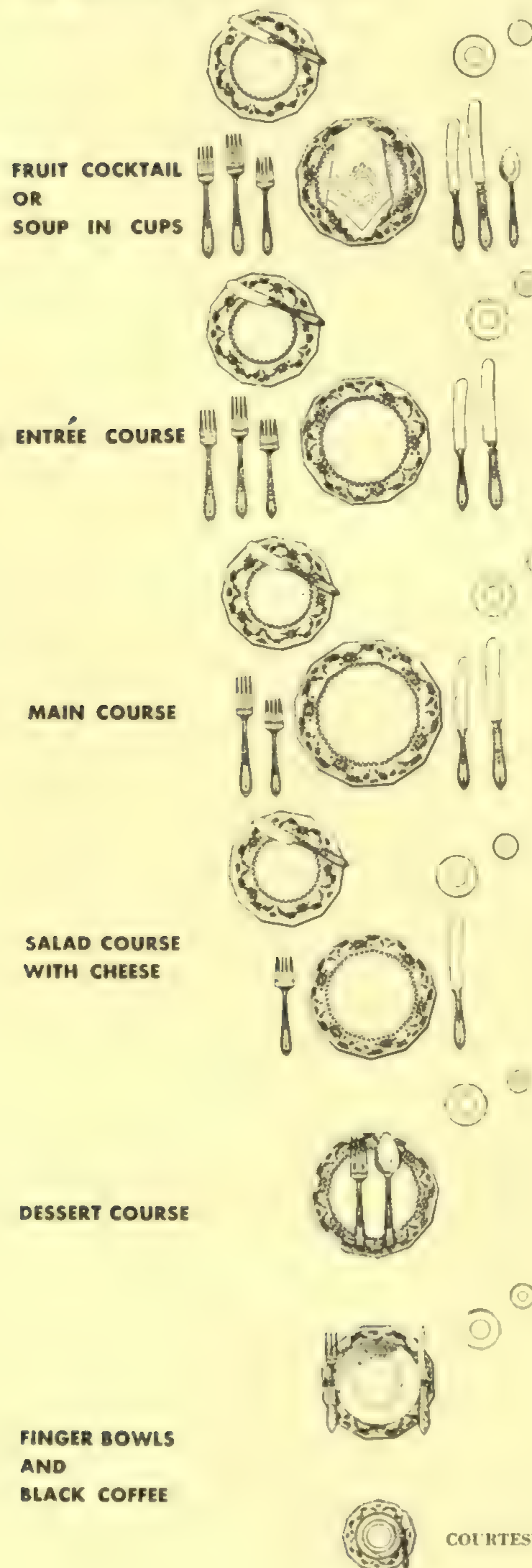
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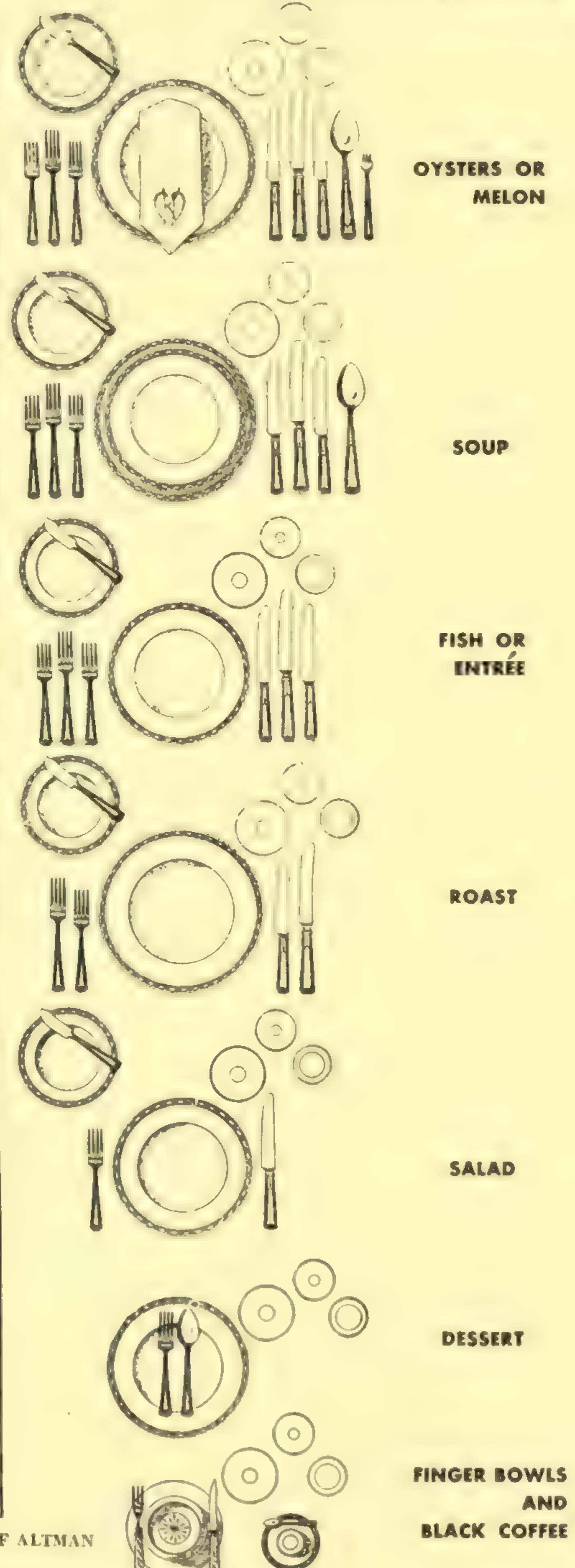
A CHART FOR SETTING THE SMART TABLE

Home furnishings departments should have correct information about table settings. An effective way to use this chart would be to display a table with each place set for a different course. A placard before each place would announce the course represented.

THE SERVICE FOR LUNCHEON



THE SERVICE FOR DINNER



COURTESY OF ALTMAN

Prepare for A NEW ADVENTURE IN LOVELINESS WITH Carolyn Day

HERE is a glorious fresh adventure in your daily quest for loveliness — an entirely new and complete ensemble of vital beauty aids, which eminent beauticians have perfected — the result of years of experience and countless experiments.

If wind and weather have taken their toll of *your* skin, if today's social activities are dimming your beauty, let Carolyn Day creations make your skin again delightfully soft and pliant and reclaim your youthful attractiveness. Swiftly. Pleasantly. Infallibly.

Carolyn Day creations are especially prepared — each to meet a particular beauty need. They contain only the richest, finest oils — the softest, most caressing powders, rare perfumes — combined with secret beautifying ingredients scientifically blended to protect and heighten feminine loveliness safely.

The moment you use these precious beauty-guardians you feel a new power to charm. Watch enchanted as relaxed contours become remoulded, wrinkles smooth out, every hint of blemishes goes. Your skin becomes *naturally* soft and fine — awakens admiration unfliningly.

Packaged superbly — smart, distinctive, modern. Carolyn Day beauty preparations are offered for sale and sponsored by one leading dealer in each important city.



200



150



150



150



150



200



100



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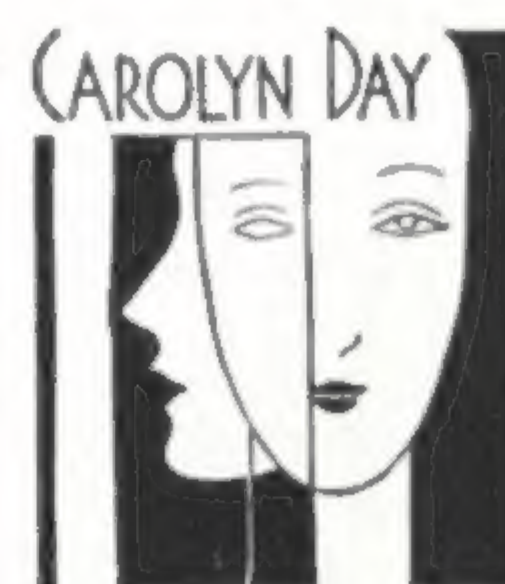


CAROLYN DAY

Among the Carolyn Day twenty-six beauty aids are:

NOURISHING TISSUE CREAM: The perfect corrective. Youthifies starved tissues . \$2.00
HANDS BEAUTIFUL CREAM: Keeps hands soft, white and lovely . . \$1.50
ASTRINGENT: Tightens, tones. Bracing and refreshing \$1.50
LEMON CLEANSING CREAM: Mildly bleaching. Whisks away blemishes . \$1.00

LIQUEFYING CREAM: Keeps even tiniest of pores fresh and clean . . \$1.00—\$2.00
STRAWBERRY CREAM: Enlivening, restoring. From oils of fresh strawberries . \$1.50
BASIC PORE CLEANSER: Clarifies pores of oils and waxes \$2.00
SPECIAL FACE POWDER: Enchanting, gossamer smooth. Spreads evenly . . \$1.50





“Yes we made sure the house had enough telephones”

MODERN HOMES, planned for convenience, have telephones in all the important rooms. Wise home owners, buying, building or remodeling, insist upon this.

By bedside or easy chair, on writing-desk or kitchen cupboard—wherever time and energy can be saved by quick communication—these telephones serve all the household. No need to run upstairs or dash down . . . to rush from room to room. Calls can be made or received quickly at all times—without interrupting other activities—with full privacy for personal affairs.

Make sure of telephone convenience when you buy or build. Or let the local telephone company show you how easily and economically it can be provided in your present home. There is no charge for this advisory service. Just call the Business Office.



“—And besides the regular telephones in the rooms we use most, there are extra outlets in other rooms into which we plug a portable telephone whenever it's needed. This one is yours as long as you're here.”



● HOLLYWOOD Swim Suits are styled and manufactured in California in a complete line for women, juniors, infants, men and boys... utterly fascinating infant wear... regular he-man style which gets an enthusiastic okay from the male contingent.

● Left (HOLLYWOOD Model #560) Fascinating Lido blue trimmed with darker Monterey and slip-buckle of mottled Galalith. Wear the back straps in a "V" as shown, in a tight "Y", or such in-between arrangement as will best accentuate the contours of YOUR back. Available in white, and a wide range of sparkling colors and intriguing trims.

● Below (HOLLYWOOD Model #549) The lovely six-button back in Balboa blue trimmed with Cardinal and White. Unfasten one, two or three buttons, as you prefer; tuck flap neatly down INSIDE trunks and give yourself as daring a back as you choose. Shoulder straps stay put... comfortably... they only LOOK interestingly uncertain. White and ten lush colors.

Like swimming in your skin

Swim Suits by "HOLLYWOOD"



- For your place in the sun... a HOLLYWOOD!
- Just a sheath of color that fits like the skin on a peach! The smartest suits this year are the briefest... slim and utterly workmanlike... allowing perfect play to all the muscles.
- Square necklines in front and crossed shoulder straps that form all the back there is. Or shorts and brassiere if you're more daring, and have that kind of a figure. Or the "evening back" with beautiful oval neckline and high waistline that makes your hips look so slim.
- Open to sun and air wherever they can be... these are the suits our fashion scouts saw in the pools at Biarritz, at Cannes, in Florida, on the famous California beaches.
- Not a superfluous quarter inch when you first try it on... and if it's a HOLLYWOOD Swim Suit it will look just as slim and sleek after a dozen baths... for these yarns are specially treated so they will neither shrink nor stretch.
- In the leg bands you'll find a new idea to keep the suit perfect fitting... and the patented seamless crotch is amazingly comfortable. The yarns are soft and silky smooth, or you may have that popular "hand-knit" look.
- HOLLYWOOD Swim Suits are made by West Coast Knitting Mills, Los Angeles, California. In Canada, by The Regent Knitting Mills, Limited, Montreal. New York Show Rooms, 385 Fifth Avenue, New York City.

● Left (Model #520) For you girls with slim hips and 1932 curves, may we submit this chic HOLLYWOOD one-piece brassiere in snowy white with red buttons. Stunning contrast with South Sea sun-tans and suitable to any complexion. Available also in eleven radiant colors. If you are a VERY modern miss, ask any good store to show you HOLLYWOOD's surprising TWO-PIECE brassiere suits.



do **husbands** like fingertips



Both! . . . but choose your color to suit your frock . . . and it will probably suit him . . . says world authority on manicure



Natural

Just slightly emphasizes the natural pink of your nails. It goes with all costumes but is best with bright colors—bright red, bright blue, bright green, the new purples, orange and yellow. It is the most popular tint today.

Rose

A lovely feminine shade that you can wear with any color dress, pale or vivid. Blondes often prefer it to all other shades. It is subtle and charming with pastel pinks, blues, lavender . . . with dark green, black and brown.

Coral

Bewilderingly lovely with white, pale pink, beige, gray, "the blues," black and dark brown—either daytime dresses or evening frocks. Smart also with deeper colors (except red) if not too intense.

Cardinal

Deep and exotic. It contrasts excitingly with black, white, or pale shades. Good with gray or beige; very smart with the new blue. Wear Cardinal in your festive moods and be sure your lipstick matches!

Colorless

Conservatively correct at any time. Choose it for bright or "difficult" colors.

tinted or natural ?

● HUSBANDS are not so dumb after all! They're quick as anyone else to show signs of approval when it's deserved.

That's why so many clever wives, and those who have aspirations, are making the most of this new opportunity to be more alluring by varying their nail tints with their costumes.

THEY'VE FOUND that neither husbands, suitors, nor stern bachelors can resist a baby blue frock worn with 10 pale Rose fingertips. And that their oldest black satin is positively devastating with Coral or Cardinal nails!

Actually, going around with the same color nails all the time is like having only one hat to your name—positively depressing to your friends!

Better not let too many other girls get ahead. If you have any doubts as to which color nails make which frock more enticing, consult the gray panel at the left. You'll get the hang of it in no time and you'll have lots of fun!

And do be bright enough to pick a good polish to start with. Cutex Liquid

Polish dries in no time . . . lasts as long as a week . . . and has no tricks of cracking, peeling or discoloring.

The brush is attached to a smart new cap of bakelite. And balanced so that the brush tip never touches the table top!

Once you show your husband, best beau, or parent even, what Variety in nail tints can do, they'll make you keep all five Cutex shades in use . . . but two will start you off—one light one and one deep one. Run right out to your favorite shop and select your shades.

● THE EASY CUTEX MANICURE . . .

First, scrub the nails. Then remove the old lifeless cuticle and cleanse beneath the nail tips with Cutex Cuticle Remover & Nail Cleanser. Now remove the old polish with Cutex Liquid Polish Remover. Finally, brush on one of the lovely shades of Cutex Liquid Polish—the shade that best suits your costume, your personality. You can choose from Natural, Colorless, Rose, Coral and Cardinal. End with a touch of Cutex Nail White—Pencil or Cream—under nail tips for accent. Before retiring, use Cutex Cuticle Oil or Cream to soften the cuticle.

NORTHAM WARREN • New York • London • Paris



Coral fingertips with pink chiffon are enchanting. Cardinal accents the allure of black lace . . . and Natural nails are "right" with vivid green crêpe.

Cutex Liquid Polish.. only 35¢